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FEATURING—FALL AND THANKSGIVING DISPLAYS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, OCTOBER 1, 1915

No. 40



MADE IN CANADA

Ingersoll Agents:

The Ingersoll Packing Co., Ltd.,
38 Colborne St.,
Toronto, Ont.

The Ingersoll Packing Co., Ltd.,
628-300 St. Paul St.,
Montreal, P.Q.

J. A. Wilson,
London, Ont.

Cyrus King,
McNab St.,
Hamilton, Ont.

H. D. Marshall,
197 Sparks St.,
Ottawa, Ont.

W. F. Elliot, Esq.,
Symes Telfer Bldg.,
Fort William, Ont.

Jas. Craig,
Ontario Chambers No. 3,
Kingston, Ont.
Messrs. R. F. Cream & Co.,
Quebec, P.Q.
N. G. Bray,
Sherbrooke, P.Q.
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man.

Mason & Hickey,
Box 1164,
Regina, Sask.
Mason & Hickey,
Box 149,
Saskatoon, Sask.
Mason & Hickey,
Box 1287,
Edmonton, Alta.
Mason & Hickey,
Box 286,
Calgary, Alta.

Mason & Hickey,
Bank of Ottawa Bldg.,
Vancouver, B.C.
Angevine & McLaughlin,
St. John, N.B.
J. V. O'Dea & Co.,
St. Johns, Nfld.
H. B. McLaughlin,
Truro, N.S.

THE Ingersoll TRIO



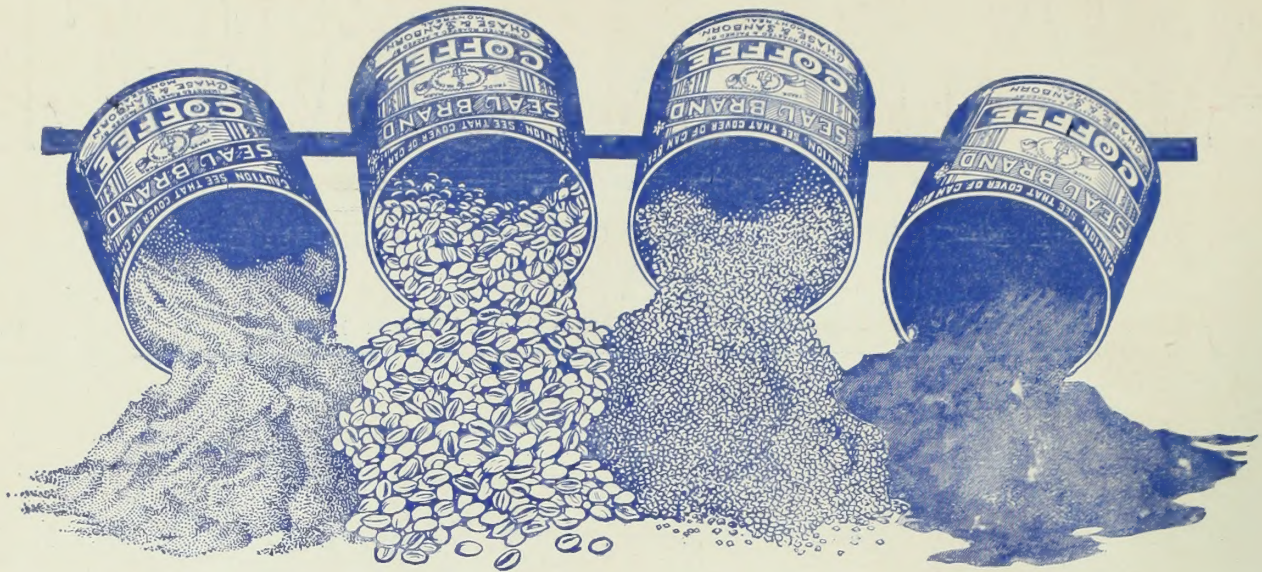
MADE IN CANADA

"SPREADS
LIKE
BUTTER"

WE guarantee the quality and the sale of our different brands of cream cheese everywhere in Canada. This is a MONEY-BACK proposition. By never-varying quality and continuous publicity Ingersoll Cream Cheese has become a household word in Canada. The trade is therefore much safer in handling these best known brands of cream cheese products. To insure delivery of fresh stock we carry supplies at our local depots from coast to coast.

Manufactured and guaranteed by

The Ingersoll Packing Co., Limited
INGERSOLL, ONTARIO, CANADA



FINE GROUND

WHOLE

GROUND

PULVERIZED

YOU CAN SUPPLY
YOUR CUSTOMERS
WITH

SEAL BRAND COFFEE

FINE GROUND; WHOLE
ROASTED; GROUND
OR PULVERIZED

$\frac{1}{2}$ -lb., 1-lb., 2-lb. Tins Only.

CHASE & SANBORN, - MONTREAL



All Canada is Aglow with
the Made-in-Canada Fever
How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

What You Get—FREE—
When You Stock

Lantic Sugar

You get a grade of Granulated Sugar that has never been equalled in the history of sugar-refining.

(We are telling your customers this, in all our advertising.)

You get a guarantee of matchless purity and sweetness, backed by a \$2,000,000 Refinery.

(Our ads. tell this to all your customers.)

You get the full benefit of our newspaper and magazine advertising

(which is telling the story of the superior quality of Lantic Sugar to your customers.)

You get the value of our big Posters, Store Cards and other sales-helps

(which are creating an unprecedented demand for Lantic Sugar.)

***Why not take advantage
of these free features?***

**Lantic
Sugar**

Atlantic Sugar Refineries
LIMITED

Montreal and St. John, N.B.

**Lantic
Sugar**

Quality Pays Handsomely

IT is the only solid foundation on which to build sound business. The customer you get by low-priced goods, or goods of doubtful quality, is here to-day and gone to-morrow. The customer you get by Quality and Service and a Fair Price is bound to you—he is one of the definite assets of your business.

*Get these Two Successful Lines on Display—
They Combine Both Quality and a Fair Price*

CODOU'S MACARONI

is Macaroni in its finest and most delightful state. Made by those masters of culinary art—French experts. Only the choicest of Russian Taganrok wheat is used, which is conceded as the most desirable in the world for the purpose.

LE CALICE SOAP

Wherever you find people with a natural obsession for real cleanliness, in the toilet and about the house, there you'll find an extensive demand waiting for you to stock this most popular of popular-priced Castile soaps — LE CALICE.

Stock Up Now

AGENTS:

Arthur P. Tippet & Co.

MONTREAL



The Goods that mean repeat orders

If the goods you sell are not such as to inspire confidence in your customers you cannot expect to hold their patronage and increase your turnover.

Borden's Milk Products

have always given unqualified satisfaction — the kind that means repeat orders. Borden Condensed Milk, Condensed Coffee, and Condensed Cocoa will prove three big factors in creating and retaining that confidence of your customers which means an increased turnover and larger profits.

Stock up with these quality goods to-day.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B. C.



SUN-KIST Seeded Raisins are NOT PACKED by any association or combination of growers or packers like thousands of other brands are. They ARE PACKED by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the WAY THEY SELL but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. ASK THEM

"Cow Brand" success is never doubted

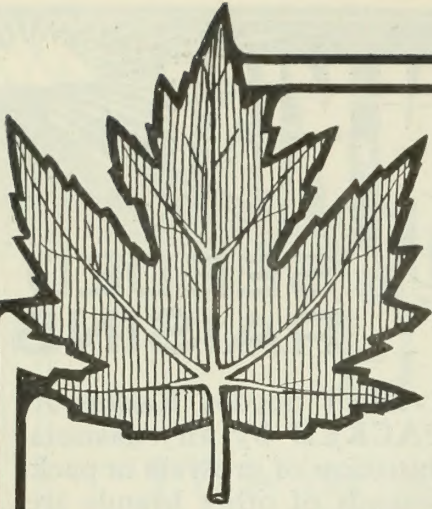


Housewives have absolute confidence in the baking results when they use Cow Brand Soda. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT

Manufacturers
MONTREAL

Limited



Riteshape

SAUSAGE

Everybody eats it.

Every food dealer makes it.

But it comes in a variety of packages.

Some merely roll it up in paper. Some put it in boxes and cans.

The best dealers use **Riteshapes** for sausage.

A 10-pound **Riteshape** makes the finest display tray for sausage you ever saw.

Riteshapes in smaller sizes carry it to the kitchen. Lots of good dealers put up packages of sausage in one-pound **Riteshapes** and build a reputation for the quality of their delicacy.

Don't try to sell sausage without **Riteshapes**.

Get **Riteshapes** of all Canada jobbers.

**THE OVAL WOOD
DISH COMPANY**

Manufacturers

DELTA, OHIO,

U.S.A.





“AYLMER” BRAND JAMS

This is Canada's national jam—known and used from coast to coast, from the southern boundary to the cold north country.

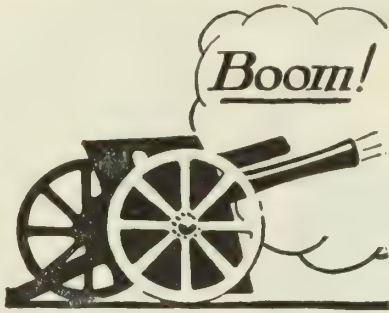
“Aylmer” Brand Jam well displayed needs no selling argument. High quality, delicious flavor and absolute purity are the features of these Jams.

Display the various sizes of containers—the glass jars, the 5 lb. pails.

See the new 16 oz. tall jar, vacuum top.

Dominion Canners, Limited

HAMILTON, ONTARIO



We boom "WINDSOR" AND "REGAL" Salt, summer and winter. We advertise them from one end of Canada to the other, and have done so for years. As a result, "WINDSOR" AND "REGAL" are asked for and used in practically every home in the Dominion.

You don't have to struggle for a turnover, with these steady sellers. You don't have to overcome a preference for other brands.

The market has been made for you, by advertising and quality. We bring the business to you, through advertising, and hold it for you, by quality.

There are no "cut prices" on "WINDSOR" OR "REGAL" SALT.

Any manufacturer who has to give special commissions or rebates to sell his goods, confesses they are inferior.

All Retail Grocers get the same terms and treatment—because they all buy from jobbers.

The Canadian Salt Co., Limited
WINDSOR, ONT.

"Windsor" and "Regal" Salt

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers

Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada



To open
"press" center



To close
"press" outer edge

Upressit
TRADE MARK REGISTERED

The Simple, Novel and Practical Cap

THAT WILL RELEGATE CORKSCREWS AND OPENERS TO THE SCRAP.

We wish to draw the attention of manufacturers to this new air-tight sealing cap which promises to revolutionize air-tight sealing of bottles and other containers.

The trade-mark name, "UPRESSIT," is very descriptive of the simplicity of operation of "The Upressit Caps."

You press it to put it on and you press it to remove it—no machine or opener is used; nothing but the fingers (as shown in the above illustrations) is used to make or break the perfect seal.

A reseal is quickly, easily and perfectly made by the consumer, thereby preserving the unused contents of the bottle or container. This means economy and makes the "Upressit Cap" sealed package an attraction to the thrifty housewife.

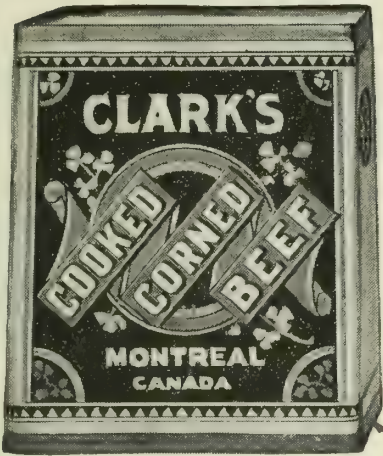
"The Upressit Cap" makes a safe, sure seal that never leaks—the "Upressit" is practical and proven to be the greatest sealing device yet produced. No manufacturers should neglect to look into the "Upressit" features.

Write for particulars.

Mr. Grocer, ask for "Upressit" sealed bottled goods.

CANADIAN METAL CAP & SEAL COMPANY, 136 St. James St., MONTREAL

CLARK'S COOKED CORNED BEEF



Sizes

$\frac{1}{2}$, 1, 2,

6 and 14



The goods you want, Mr. Grocer, are the goods that "SELL."

The QUALITY and REPUTATION of Clark's Cooked Corned Beef will make you more SALES, and more friends than any other.

THIS IS THE TIME TO BUY

W. CLARK, Limited, Montreal

Clark's

25% Profit on a big seller is worth while

Not many good grocery lines offer a profit like this. The soup buying season is beginning, why not take advantage of it by showing

CANADA SOUPS

in your windows with a card reading like this:

"Five Bowls of delicious nourishing soup for 5c."

Canada soups are made in all varieties and put up in package form ready for use in a very few minutes.

ORDER NOW.

Canada Foods, Limited
TORONTO



This aptly named household necessity has always enjoyed the confidence of the housewife. The September bride will quickly appreciate the many advantages of Wonderful Soap.

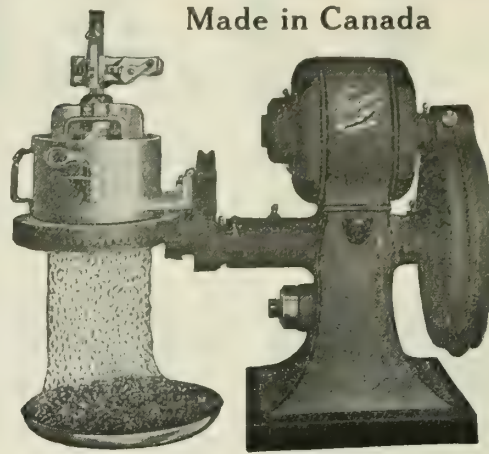
You can confidently recommend Wonderful Soap to them both. The soap in the neat red label always gives satisfaction.

Lay in a stock now.

Guelph Soap Co.
Guelph, Ont.

Freeman's Electrical

Made in Canada



**Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill**

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada



are known in all parts of the world as delicacies of high quality, and unusual flavor.

Libby's foods are "put up" where the best foods attain perfection. That is why people insist on Libby's.

Libby, McNeill & Libby, Limited

GUELPH, ONT.



ALL BRITISH

The wave of enthusiasm for all things British which is sweeping the Empire during the War will be reflected in the household purchases.

To the question, "Is it British?" you can safely reply "Yes,"—when recommending:—

OCEAN BLUE Gipsy Stove Gloss Linoleo Floor Wax Glosso Metal Polish ZOG

THE PAINT CLEANER.

Order from your Wholesaler.

HARGREAVES (CANADA), LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.

Indian Chief Brand CLAMS



They are the very best clams offered for sale in Canada to-day.

Put into the cans, sealed up and processed within a few hours after being taken from the clam beds, they have no chance to lose their flavor.

Order a case from your jobber to-day. You will find the price right, and also you will notice that your customers will ask for this brand again.

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son, Ottawa, William Forbes, Quebec, A. Francois Turcotte, Winnipeg, George Adam & Co. Toronto and Hamilton, Walter S. Bayley, Edmonton, D. J. McLeod & Co. Vancouver, H. C. Janlon, Maritime Provinces, Angevine & McLaughlin, of St. John, N.B., and Truro, N.S.



More Than Ever in a Class by Itself

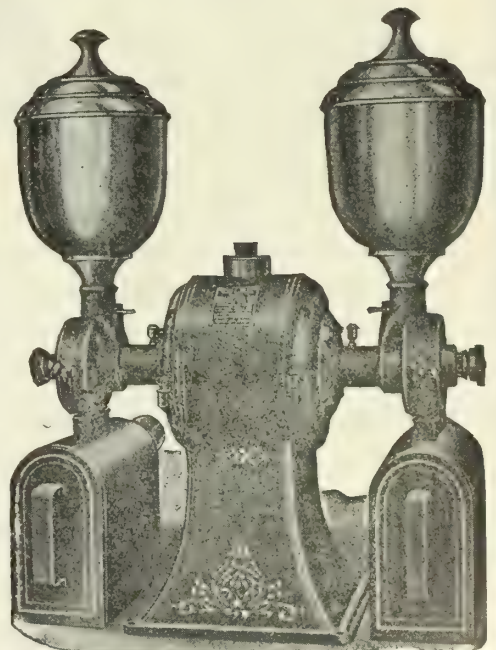
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Here are three of Lytle's best sellers

Nothing but the very best and most carefully selected ingredients goes into the manufacture of any one of the Lytle Group. This policy has been rigidly maintained in the manufacture of the Lytle Leaders—

PIMENTO RELISH CHILI SAUCE CANADIAN RELISH

These three specials are making good everywhere as quick sellers, and are winning the approval of the most discriminating.

Our new style bottle with *Anchor Caps* insures contents being always fresh and pure, and eliminates loss through spilling, etc.

Send a trial order to-day. Make a little display of the big three and prove their profit-making selling qualities for yourself.

T. A. Lytle & Co.
LIMITED

Sterling Road

TORONTO

CANNED GOODS

STANDARD PEAS, 2s (c/s 24 Tins)
Good merchantable quality
70c. per Dozen.

PORK AND BEANS, Plain 2s (c/s 24)
85c. Dozen.

PEERLESS MACARONI, 1s, Long
Packages (c/s 25)
7½c. Package.

Write, Wire or Phone at Our Expense
Adel. 1057, 941, 867.

Warren Bros. & Co.
LIMITED

Queen and Portland Streets
TORONTO, ONT.

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's HIGH-CLASS BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Ontario: C. H. Cole, 33 Front St. East, Toronto
(Selling Agent).

Manitoba and Saskatchewan: Richards & Brown,
Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary;
Campbell, Wilson & Horne, Ltd., Lethbridge;
Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co.,
Ltd., Vancouver; Kelly, Douglas & Co., Ltd.,
Victoria; Kelly, Douglas & Co., Ltd., New
Westminster; Kelly, Douglas & Co., Ltd.,
Prince Rupert.

McVitie & Price, Limited
EDINBURGH and London

McVitie & Price of Canada, Limited
Vaudreuil St., St. Paul St. E., Montreal

CANADIAN GROCER

PEACHES

still continue coming in, finer quality and cheaper than ever. Give your customers the best sugar to put them down with.

St. Lawrence
Granulated

100% PURE CANE

BARE FACTS ABOUT THE ARCTIC



Cold Dry Refrigeration

is where many refrigerators fail. Cold dry circulation of air is absolutely necessary to preserve perishable goods in a grocery or provision store—not in Summer alone, but all year round.

This is where the Arctic Refrigerator has always excelled.

The Arctic is a handsomely finished, well-made, efficient refrigerator. A style for every need. Write for catalogue.



John Hillock & Co., Limited,
TORONTO

TEA

¶ We said in a previous advertisement that we are always willing to supply Tea at the market. We repeat this in spite of the present market condition.

¶ We have some particularly good Indians to offer.

WRITE US.

John Duncan & Co.

Established 1866

MONTREAL

More Fall Number Articles

Story About a Pioneer in the Trade—Forty Years in the One Place—Beating Out Mail Order Competition By Aggressive Measures — Building Up a Confectionery Department.

AND still they come! Since a week ago many more bright ginger articles have come in from readers from every Province of the Dominion for the big Annual Fall Campaign Number of Canadian Grocer. As has already been intimated, this Number will be a highly practical one, containing as it does so many business articles on live topics from well known business men in the trade. Already a synopsis of a number of these has been given. The Window Dressing Department has been completed, and as it shows the prize Christmas windows in Canadian Grocer's contest of 1914, it will be one of the big features of this big number. The following is a review of some of the other feature articles:

Forty Years in the Same Place—This is a story of a general merchant who has built up a big business in a town of some 2,000 population. This man started in the town 40 years ago on the same site on which he is located to-day. In an interview with a representative of Canadian Grocer, he talked about business conditions in the past and how they have changed in the present. It gives an insight into the business methods he has adopted which reflect upon the reasons for his success. This is an exceedingly interesting story from a man who has made his mark in the retail trade and one who is an authority on retail subjects.

I'm a Merchant—This is the title of a very interesting article. It comes from a retailer in a small town—a village in fact—who sells almost everything from a needle to a threshing machine. The story is told in his own words as to how he has beaten out mail order competition from his district and the methods he has adopted to increase his trade. Outside his store stands a sign upon which is inscribed the words "I'm a Merchant." He tells why it was he adopted this sign for his particular

store. This man even runs a grain elevator. He advertises strongly and a sample of his advertising will be reproduced. This is certainly a live wire article and one that will be read with particular interest by every general dealer throughout the country.

Selling More Confectionery—From the far East—Prince Edward Island—comes a story about a big merchant in a city there and his methods for increasing the sale of confectionery. The story was told by this merchant to a Canadian Grocer representative and is passed on to our readers. This particular firm goes strongly into confectionery and a view of the Confectionery Department in the grocery store will be presented. There is a splendid idea in this article for every merchant who is anxious to increase his turnover. There is money in special departments if they are looked after properly, and if aggressive measures are used to push the sales of the goods in them. This is exactly what this Prince Edward Island merchant has been doing and his methods should be given careful consideration by every reader.

Every one should watch for this big Fall Number. It will be crammed full of live suggestions from members of the trade, and will be an issue that will mean dollars and cents to any merchant reading it carefully.

Toronto, Sept. 30, 1915.

THE EDITOR.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656


We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



S

YMINGTON'S


(Regd. Trade Mark.)

COFFEE ESSENCE

PEEDS ALES

Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you.

Thos. Symington & Co., London and Edinburgh
Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shalcross, Macaulay & Co.



NOTE THIS

Mr. Grocer:—The Niagara Fruit Growers are running this bulletin (changed weekly)

FRUIT BULLETIN

Canning and Preserving Fruits are almost done—says the Government Notice to Housewife. A few good Niagara Grown Peaches still left. Do as the Government says — Put down an extra supply this year—Plums and Grapes for jam and jelly.

in 250 newspapers to help you sell fruit. See your customers and rush your orders for Niagara Peninsula grown fruits.

Advertising is an insurance policy against forgetfulness
Stopping an advertisement to save money is like stopping a clock to save time.
—it compels people to think of you—Galveston News.

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBERs**

BUY STARBRAND

"Made in Canada"

**Cotton Clothes Lines
and Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

WESTERN PROVINCES.

QUEBEC.

HENRI DE LEEUW

28 Front St. E., Toronto.

**IMPORTER-EXPORTER
FOODSTUFFS**

Connections all over the world.

GEORGE E. MEASAM**COMMISSION MERCHANT**

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.

Edmonton - - - - - Alberta

W. J. McAULEY**Commission Broker**

Flour, Feed, Grains, Potatoes.

We are open for a good agency in food-stuff line, calling on the retail trade.

522 Board of Trade Bldg., Montreal

**MACKENZIE & MORRIS, Limited
BROKERS**

Groceries, Provisions and Produce

C.P.R. Building, TORONTO

**H. P. PENNOCK & CO.,
Limited**Wholesale Grocery Brokers
and Manufacturers' Agents.

WINNIPEG - - - - - REGINA

We solicit accounts of large and progressive manufacturers wanting live representatives.

**W. G. A. LAMBE & CO.
TORONTO**

Established 1885

SUGARS - - - - - FRUITS**WATSON & TRUESDALE**Wholesale Commission Brokers and
Manufacturers' Agents

120 Lombard Street

WINNIPEG - - - - - MAN.

Domestic and Foreign Agencies
Solicited.**W. G. PATRICK & CO.**

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

FRANK H. WILEY

Manufacturers' Agent

Grocery and Heavy Chemicals

Enquiries solicited for shipment from
Spot stock Winnipeg or for Import.

757-759 Henry Avenue, Winnipeg

**W. H. Millman
& Sons**Wholesale Grocery
Brokers

Toronto, Ontario

Prompt Service.

**W. H. Escott Co.,
LIMITED**

Wholesale

Grocery Brokers and
Manufacturers' Agents

Commission Merchants

WINNIPEG
CALGARYREGINA
EDMONTON**STIRLING & YOUNG**General Brokers Phone Main 4331
506 C.P.R. BUILDING, TORONTOA Good Agency will receive personal
attention

Reference : : : Bank of Montreal

T. A. MACNAB & CO.ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTSand COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition and private.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	

Reputation gained by long years of
vigorous, conscientious and successful
work.**Thomas C. Irving,** General Manager
TORONTO Western Canada**Want Ads.**

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

The

CONDENSED AD.

PAGE

WILL INTEREST YOU

Japan Teas Strong

Exceptionally Good Demand.

The quality of Japan Teas this year is Excellent. We have a large and well-selected stock of Ceylon and Orange Pekoe.

Get our samples and quotations.

KEARNEY BROS., LIMITED

Wholesale Tea and Coffee Merchants

33 St. Peter Street

MONTREAL

ESTABLISHED 1874

L.B. "Banner Brand" Pure Fruit Jams



Banner Brand Jams are favorites with the housewife, because they not only solve the perplexing question of "What to serve for breakfast," but they are wholesome, nourishing, delicious and economical.

Banner Brand Jams are put up in all sizes of packages, from the Anchor capped tumbler to the large, gold-lined pail—a size for every family.

Play safe by pushing the jam that is proven Banner Brand.

LINDNERS, LIMITED

BRAMPTON, CANADA

REPRESENTATIVES:

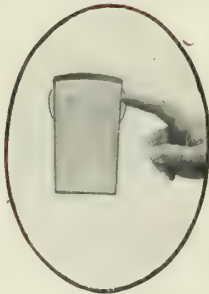
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

LOOK-A-HERE



Ordinary pails
are not made
to measure.

Whenever you
exceed the pro-
per amount you
forfeit just so
much of your
profit.



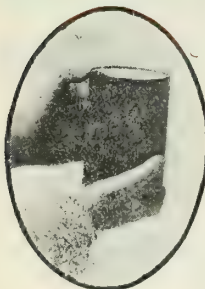
A partially filled
pail invites mis-
trust.



The slightest jar
jolts the ordi-
nary pail and
spills part of
the contents.



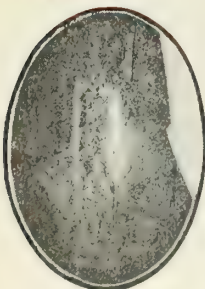
Empire Contain-
ers are exact to
measure.



The patent
grooved lid and
paraffin waxing
ensure against
spilling and
spoiling.



At any angle the
Empire Contain-
er is safe and
sure from spill-
ing.



A full pail en-
sures the satis-
faction and con-
fidence of your
customers.



Is the problem of keeping up with ris-
ing costs taxing you?

Retailing demands the strictest atten-
tion to small details. Over-measure on
vinegar, molasses, oysters, etc., is a
serious matter and directly affects your
bank balance.

The "**Empire Container**" solves this
problem. It effectively checks all losses
through over-measure. The customer
is satisfied and you have your full profit.

There is no loss from spillage — even
though it is upside down. It is easy to
handle, can be wrapped up like a can of
salmon. It is well made, strong and
non-leakable.

For three years we've been talking about
losing money from over-measure. Hun-
dreds of live fellows have investigated
this leak and what they discovered
amazed them.

They bought "**Empire Containers**" and
so will you if you look into this matter.
Think it over.

Made in three sizes: half-pints at \$12;
pints at \$14; quarts at \$16 per 1,000,
F.O.B. factory, Sombra, Ont.

Ask us to prove
that you can make
money by using
them.

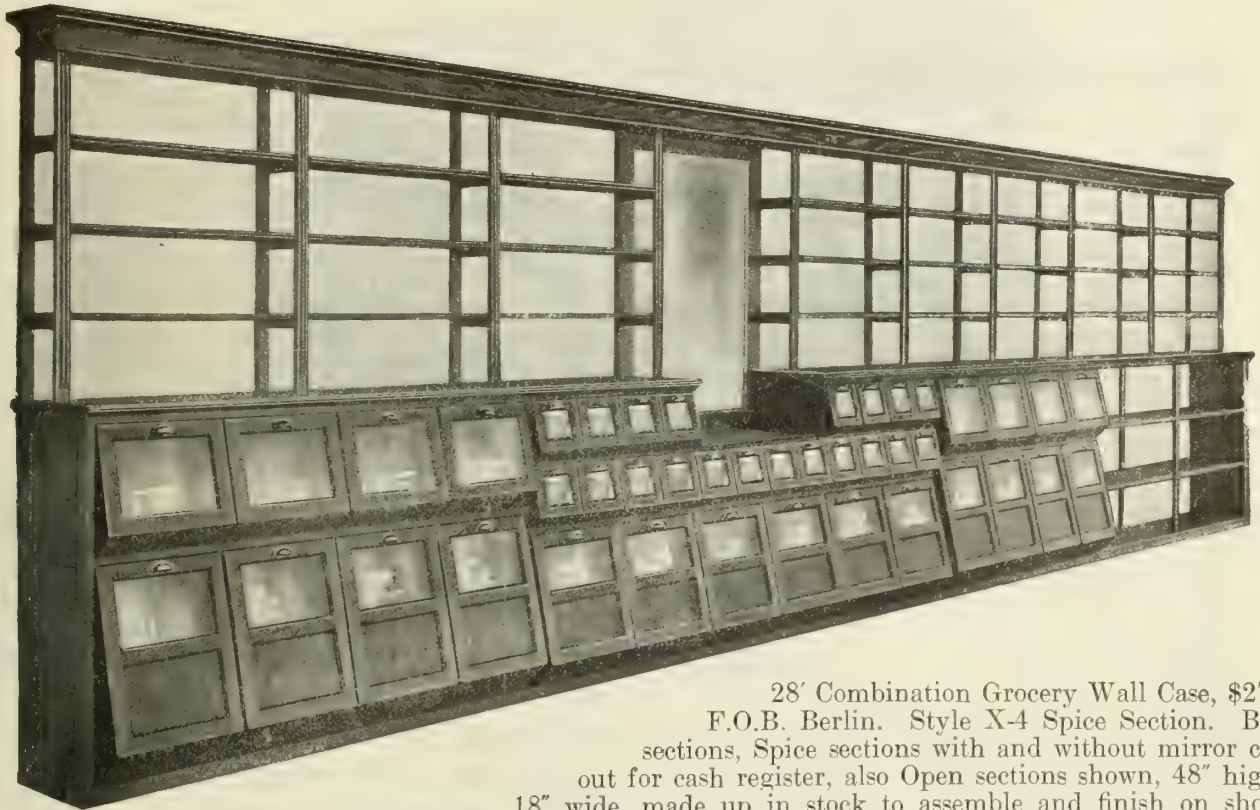
Connecticut Oyster Co.

Exclusive Selling Agents

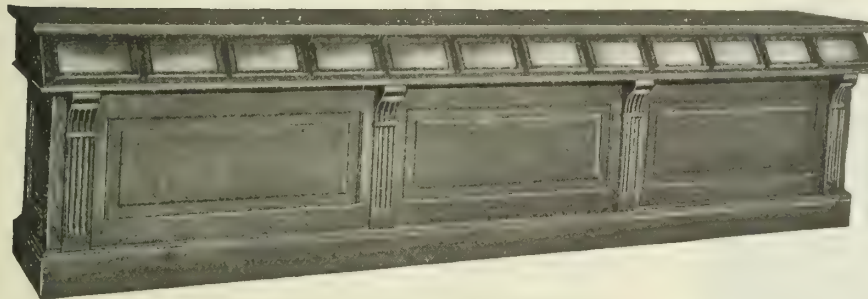
50 Jarvis Street

TORONTO





28' Combination Grocery Wall Case, \$275
F.O.B. Berlin. Style X-4 Spice Section. Bin sections, Spice sections with and without mirror cut out for cash register, also Open sections shown, 48" high, 18" wide, made up in stock to assemble and finish on short order in all lengths. Shelving shown is 48" high and 10" wide.



Counter No. 11. Best sales counter made. Bevel glass display is up in line of vision and avoids breaking of glass and unsightly appearance often seen in full glass front counters.

With shelves \$6.25 ft.
1 row bins 8.25 ft.
2 row bins 8.75 ft.

F.O.B. Berlin.

Lengths 10 feet and up. Any variation of rear equipment to order. Use the roomy *Patented Bins*, air-tight and sanitary, instead of awkward, out-of-date drawers for foodstuffs.



Send your floor plan and specifications, and get particulars of refitting to reduce cost of doing business and waste of stock in your store

The Walker Bin and Store Fixture Co., Ltd.

BERLIN, ONTARIO

Furnivall's FINE FRUIT PURE **JAM**

*will bring the most desirable
trade to your store and ensure
repeat business*



And after all it's the continued call for any line of goods, no matter what it is, that makes for success. Furnivall's Jam enjoys a reputation for uniform goodness, and for superior flavor that spells for it and the Grocer who handles it, a success that is not paralleled by any other line, domestic or imported. Our new pack is the finest we have yet put down. Don't miss trying it. Send a trial order to-day.

*Put up in glass jars and
five-pound pails.*

Furnivall-New, Limited HAMILTON, CANADA

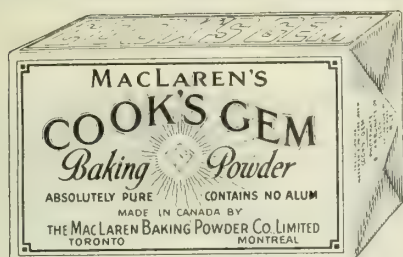
Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—Grocers' Specialty Co. Winnipeg—H. P. Pennock & Co. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.



Try recommending the Blue Label—It will please your customers.

It will please them better than cheaper tea. It has a richness and a flavor that it is impossible to put into lower-priced teas. It also returns you a better profit on each sale.

PURITY FIRST



The purity, uniformity and stability of

Cook's Gem BAKING POWDER

have made it the most popular powder on the market.

The Safest to buy.

The Best to use.

The most Satisfying Results.

RESULTS COUNT

THE MACLAREN BAKING POWDER COMPANY, LIMITED

41-45 Lombard Street

Toronto, Can.



The Eureka is a guarantee of security

By means of the Eureka your goods are not only displayed to greater advantage (which means quicker sales), but are absolutely secure against any spoilage or contamination. Your customer too will have increased confidence in the goods you sell, knowing they are taking no chance of buy-

ing tainted food or goods gone bad.

You will certainly find the Eureka a profitable addition to your store equipment.

Let us send you our free illustrated catalogue. It will interest you.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McGillish, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Cold weather calls for meats

Meats call for Mustard

There are few things which upset the balance of culinary like poor mustard.

These mustards, Colman's and Keen's, have established reputations for highest quality and uniformity.

Consider your own interests as well as your customers—sell only these lines.

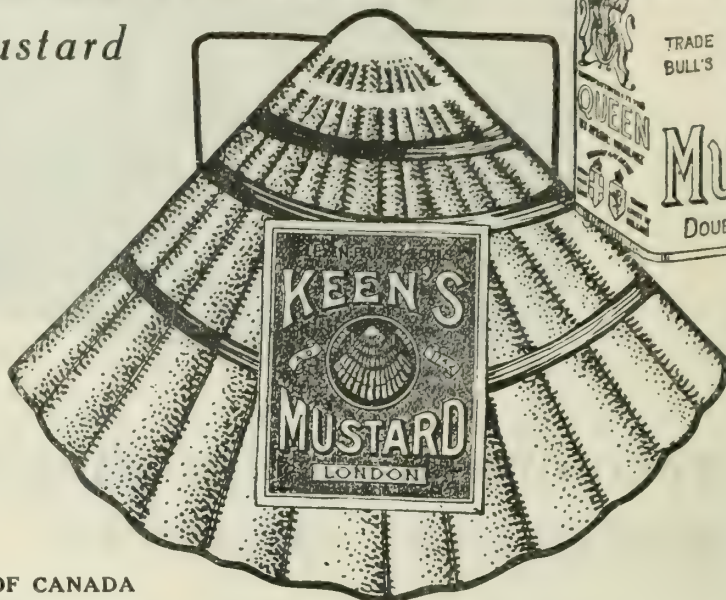
Keep them on display.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO



No. 17

Chats with 'Old Baba'

(Canada's 105-year-old Pioneer)

Doing Things Right

"Whether you're digging a ditch or preaching, whether you're sitting in an office or gardening, always do your best, lad, no matter how long it takes.

"I see by the papers that I am to get a silver medal for the oldest gardener having a good garden. Guess there wasn't many at my age in the competition, but they say the little backyard garden is good. It should be good, for I took a lot of pains to have it the best I ever made."

Note:—

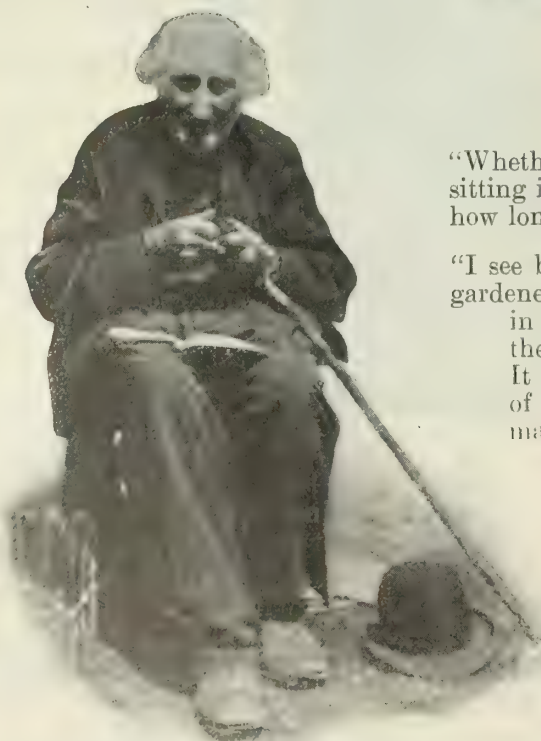
This is a tip to Grocers with a tobacco department.

You will keep tobacco of the ordinary kind, but you'll SELL King George's Navy Chewing if you stock it. Money can't buy better.



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg



CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 1, 1915

No. 40

Displays for Thanksgiving

Two More Suggestions for the Window Trimmer — A Time of Homecoming and Therefore of Good Business for the Aggressive Dealer—The Display an Important Factor In Getting This Business

HEREWITH are two more suggestions for Thanksgiving window displays. Thanksgiving Day comes this year on October 11th, which is a week from next Monday. Thanksgiving is a time for home-coming and reunion of families. Coming as it does on a Monday, it gives visitors an opportunity to spend two or three days with their friends. This means extra preparation on the part of the housewife, and, therefore, more business for the grocer who goes after this Thanksgiving business aggressively.

The window is one of the biggest factors in getting the attention of the housewife in so far as Thanksgiving goods are concerned. This is a time of year when there are all kinds of facilities for making an attractive and compelling display. The harvest has been garnered and it has been great. There should be little difficulty in obtaining sheaves of grain,

corn stocks, pumpkins, all kinds of fruits and vegetables, etc. Every dealer and his clerks should begin at once to plan out an attractive Thanksgiving window. Beginning with the week of October 4th

is the time to get busy on the display. Every merchant in the business to-day is a believer in display. He knows an attractive trim brings him more business. It gets him more attention for his goods



Suggestions for the Thanksgiving display. This year the holiday falls on Monday, Oct. 11, so that plans should be under way at once for an appropriate and good selling trim.

and store and adds to his reputation. It is great publicity. As an advertising medium there is nothing superior. It actually sells the goods and therefore takes the place of one or more clerks in so far as selling is concerned. In fact, the window is superior to a great many clerks. It does selling work, whereas many clerks simply take orders and fill the actual demands of customers.

If therefore, the window is responsible for all these things—and there is no one who will not admit it—then it should be made to work overtime in presenting attractively seasonable goods.

Let everyone see that the Thanksgiving trim this year is in early and that it is arranged so that it will make actual sales.



\$25 OFFERED FOR AN IDEA

The Regina Trading Co., Regina, Sask., are offering \$25 in cash to the one presenting the best suggestion to advertise their store. The company makes this announcement:

The Regina Trading Co., Limited, offer to the person or persons submitting the best advertising plan twenty-five (\$25) in cash. This is YOUR opportunity.

In your spare moments think out some feasible advertising plan that will INCREASE LEGITIMATE BUSINESS and SATISFY PATRONS.

This offer is open to everyone; absolutely no restrictions whatever.

Ladies, business men, professional men, working men, clerks, students, church societies or clubs can compete.

Our reason is to get a novel method of advertising and at the same time an effective and profitable way.

We are willing to pay for your brains.

Think out some plan, the more original the better, and submit it in writing and duly signed to The Regina Trading Co., and the person or persons submitting any new plan or plans that are accepted by the management of the company to be used as an advertising policy will receive \$25 in cash.

All competitors must have their plans in our possession before October 9, 1915.

SERVICE DEPARTMENT

Editor Canadian Grocer,—Would you kindly send us the names and addresses of charcoal manufacturers in Toronto?

OTTAWA GROCER.

Sept. 22, 1915.

Editorial Note.—The Charcoal Supply Co. is the only manufacturer in Toronto. The address is 407 Queen W.

A \$600 Customer Lost

Little Things That Count in the Service Rendered a Customer—True Story About Sugar and Pork and Beans—A Suggestion to Others

THE subject of buying groceries from the consumer's standpoint, is one that requires careful thought on the part of the grocer who is anxious to hold his present trade and at the same time secure new customers. It is well known that there are many grocers getting scores of new customers every year, but they are losing just as many because they do not give the service to which the consumer thinks he is entitled.

Not the Service Expected

Here is a true story of how a grocer in a large Canadian city lost a \$12 a week customer simply because that customer did not get the service he thought he should; and when the story is told, readers will no doubt agree that there is quite a bit in his complaint.

The family in question, after trying various lines of sugar settled on a particular brand which they liked particularly well. They decided to purchase it in 20 lb. cotton sacks. Preserving season was on and of course they were in need of considerable sugar. They phoned the grocer in question for a 20 lb. sack of sugar and instead of getting it they received four five lb. packages which cost them about a cent a pound more. Little was thought of this until a similar thing happened next time a sugar order was sent in. This time the order was for a 20 lb. sack as before. Instead of that the dealer sent them only eight 2 lb. packages. The family had decided that evening to put down some fruit that was too ripe to hold over until the morning. Twenty pounds of sugar were wanted, but instead of that there were only 16 lbs. in the house.

As the stores were closed then, it was too late to get any more, so that the fruit had to be left over until morning when a considerable part of it was too ripe to be preserved. Naturally this caused a great deal of annoyance and that family has lost the former confidence they had in the dealer in question.

Then a few days later an order was sent in for two 15 cent tins of a certain brand of pork and beans. What came was three 10 cent tins. While the price was the same, the family considered the quantity was less, and they were dissatisfied. The same thing happened a week or so later. The ten cent tin, too, was inconvenient because a 15 cent tin was the right size to go round the family, whereas the ten cent tin was too small and two of them too large and too expensive.

These things which may appear on the surface to be unimportant cost that dealer the trade of this family which amounted to at least \$600 a year.

Are Your Customers Satisfied?

This story is published here in case there are other grocers who perhaps unintentionally are overlooking these small things which to the customer loom up large. It should be remembered that service is the chief thing in retailing. If a customer finds he or she can secure a better service at the same price at some other store, how long is she going to continue to purchase her goods from you? Let every merchant take a retrospect of exactly how he has been treating his customers and seek out and eliminate any of the little things that might tend to create annoyance.

WITH SUNNY SIDE UP

"How will you have your eggs cooked?" asked the waiter.

"Make any difference in the cost of 'em?" inquired the cautious customer with the brimless hat and the ragged beard.

"No."

"Then cook them on the top of a slice of ham," said the customer, greatly relieved.



"Gumption, grit and 'git,' properly used, will fill an empty pocketbook."

If you will make good, energetic and assiduous use of your gumption, your grit and your "git thar" qualities your pocketbook will be persistently filled to repletion with good coin of the realm honestly and bravely earned.—Prudential Record.



WORTH MORE THAN PRICE

Editor, Canadian Grocer,
Gentlemen,—Attached find \$2.00. We fail to see how you publish it for the price. ROBERT KIRBY,
Sarnia, Ont., Sept. 22nd, 1915.

Operating a Motor Delivery

Hamilton Grocer Reader Recalls Article in This Paper of Two Years Ago and Requests That it be Reprinted—Hours for Delivery and Suggestions on Operation of the Motor System.

Editor Canadian Grocer:

Dear Sir,—Some time ago you ran a series of articles in your paper by Henry Johnson. Among others, there was one on motor delivery, which at that time was not so common as now. He described the system that he adopted and the rules for his drivers. The latter is what I want to ask you for. If it is possible for you to look it up and send it to me I would be greatly obliged; or possibly you might find it good copy, as there are now a great many dealers changing from horse to motor delivery. Thanking you in anticipation.

HAMILTON GROCER.

Editorial Note.—This article appeared in Canadian Grocer of October 24, 1913. As suggested by our Hamilton reader, many others may be considering the same problem, so the article is reprinted herewith—just as it was run back in 1913:

The following letter is on a live subject:

October 18, 1913.

Henry Johnson, Jr.

Dear Sir:—We are about to instal an automobile delivery system in our grocery business, and would like to have you advise us as thoroughly as possible how to systematize our deliveries and how to make it a paying proposition.

We are doing around \$60,000 business a year and have a modern store, in the way of fixtures, and have a 5-ton ice machine for cooling box and display counter, but our delivery system is much below par, and now we are about to dispose of our horse and instal motor delivery.

Thanking you for any information you may give us, I am,

Yours respectfully,

W. T. E.

It is over two years—nearly three years—since I put in the first motor car. That car is still in service, though it went through all our experimental stages and was badly mishandled by ignorant and indifferent drivers, and consequently had to be overhauled at the end of the first year.

Car No. 2 has been nearly two years in continuous service and has never been overhauled.

Car No. 3 has seen about fourteen months of steady work, and is what we might call “new” to-day.

Cost of Up-keep

These facts may indicate part of the cost of keeping up the equipment in good working order; but aside from that, I may say that the repair and replacement bills on our cars have run to an average of \$12.00 per month and the fuel and lubricating bills have averaged \$20 per month. That makes \$32 per month for three cars—two in continuous service and one running probably one-third time.

In our town it costs, nowadays, \$20.00 per month to keep a horse in a livery stable, and one cannot keep the horse himself for less than about \$14 or \$15 even if he supervises the work. So it should seem that the cost of keeping one horse is in excess of that of keeping an auto; and there is certainly no possible comparison between the character and quantity of the work which can be got out of a horse and an auto respectively.

Not Learned in a Day

Of course, all of this was not learned in a day. We passed through our trials and tribulations to such an extent that we sometimes thought we should have been better off with horses and troubles to which we were accustomed. The new troubles often seemed interminable and insurmountable. Even while realizing that the difficulties hit hard because they were of a kind new in our experience, and that we should probably cope with them successfully once we knew their nature better, we yet sometimes almost lost heart.

For one thing—and it was a big thing—there were few “drivers” to be had. That meant that the few could demand, and they did demand, big pay for little work. Moreover, they were too good for lots of the needful work and demanded helpers—boys to get down from the car and deliver while they confined their efforts to “driving” and giving the car “expert” attention. Thus our delivery-man expense jumped immediately from \$8 and \$10 per week to about \$20 per week per car. For a considerable time we felt that all we could do was hope for such improvement in our business as would take care of the additional expense.

Inevitable Decline in Wages

One thing I clearly foresaw, and the event has justified my prescience. I knew that the high wages prevailing would soon result in the education of great numbers of drivers; that such result would entail reduction in wages and

greater willingness to work; that, therefore, we should soon be relieved of one great trouble. That has already happened, so that we are now paying from \$9 to \$12 for drivers, who not only drive, but make all deliveries—which you might say is “some change” from former conditions.

No horse and wagon that I know of can be safely depreciated less than 20 per cent. annually, and it now looks as if our motors need not be more heavily depreciated—which is a big point in their favor.

So far as comfort and efficiency go—comfort in not having to force horses in the hot summer weather; efficiency in the matter of getting your goods out speedily over a wide range of territory—the motors we have installed really leave nothing to be desired.

System in Deliveries

No man can hope to organize an efficient delivery service without system. My friend mentions his intention to sell his horse. If he is doing \$60,000 business and uses but one horse, surely he is at the gates of paradise so far as local conditions are concerned. I used four and five horses and ran three and sometimes four wagons to do \$60,000; and now I run two motors continually and sometimes three, and use one single horse rig (moderately) all the time.

But I know his dear little town very well indeed; one of the neatest, most compact, most simple living of communities; and maybe he can get along with one motor for quite a time. I caution him not to get busy and spoil his people; for it costs money to pamper customers.

Sticking to Schedule

Our delivery service is exacting and complex. We have worked on something like system for years and years. During the past year we have lived more closely than ever to schedule. For the past few weeks we have lived almost on the dot to the schedule which I hereto append. The cards were printed only after we had worked on this system for several months. They were sent out with bills and are handed out to buyers daily. The idea seems to have worked into the minds of our customers, and I believe we are about fixed.

Of course, the localities will mean nothing to you; but perhaps you can glean something from the general outline.

The main point is to stick to schedule

at least so far as your customer is concerned. Let the times on the card be the times beyond which you decline to render service. If your customer calls for service after the schedule time, no matter if the wagon has not left the store, decline, saying "that delivery has gone." In this way, your schedule will really come to mean something and your customers will get to respect your hours and rules.

DELIVERY SCHEDULE

Showing hours at which deliveries leave the store. Proper allowance should be made for time consumed in inter-

mediate stops between the store and your house.

8:00 a.m. Monona Ave. to Blount.

8:15 a.m. Carroll to Butler.

8:15 a.m. 1st and 5th wards to Park St.

9:00 a.m. So. Carroll to Monona Ave. 3rd and 6th wards; 7th ward.

9:15 a.m. 1st and 5th wards to Park St.

9:15 a.m. West Mifflin St. and 4th ward.

9:45 a.m. 1st, 5th, 8th and 10th wards.

10:00 a.m. 2nd ward to Blount Street.

10:30 a.m. West Mifflin Street and 4th ward.

10:30 a.m. 1st, 5th and 8th wards.

11:30 a.m. 2nd ward to Butler Street; 1st and 5th wards.

11:30 a.m. 1st and 4th wards.

2:30 p.m. 1st, 5th, 8th and 10th wards

2:45 p.m. 2nd and 7th wards.

3:00 p.m. W. Mifflin St. and 4th ward.

3:30 p.m. 3rd and 6th wards.

Later deliveries according to exigencies of business.

We respectfully suggest that you keep this card for reference and check, or underline the deliveries which go your way. Orders can be handled up to ten minutes before leaving time.

JOHNSON & SON,
Grocers.

Co-operators' Dividends and Income Taxes

Financial Times of London, Eng., Points Out An Injustice to the Retailer Who Has to Pay His Income Tax—Time Coming, it Says, When There Shall Be a Change.

DEALING with the question of Old Country co-operative associations, and the payment of an income tax on profits, the following from the Scottish Trader of Glasgow will be read with a great deal of interest:

AN INJUSTICE TO TRADERS

The Financial Times is an influential Metropolitan newspaper, whose opinions command the attention of serious business men and the general public. The other day this journal published a special article under the above heading. The case of the private trader was clearly and firmly put, and the weakness of co-operative claims exposed. The Times pointed out that now that the income tax has been raised to 2s 6d in the £, with the probability of it going higher (since this was written the new budget has been brought down), some of the anomalies in the law which have hitherto been passed over with only an occasional grumble have become magnified to the extent of injustice which calls for immediate remedy.

The writer of the article says that prominent among these must be classed the curious provision which allows a co-operative society to carry on business without paying any tax upon its profits. He pointed out that that had been a standing grievance among retail traders for a long time past, but since under present conditions the exemption meant so much greater an advantage than it did when the income tax was only 1s. or 1s. 2d. in the £, it is quite time that the practice should be altered, more especially as the result would be to add a very considerable sum to the national revenue. The injustice to the private trader can easily be realized. The competition of

a co-operative store started in his immediate neighborhood with its system of bonuses to its members as regular customers is a sufficiently serious matter in any case. The added handicap of having to pay a heavy tax on his profits which his rival entirely escapes creates a sense of injustice which no amount of plausible reasoning on the part of the supporters of the co-operative movement is likely to remove.

Co-Operative and Private Buying

The leaders of the co-operative movement have always wished the public to believe that their dividends represent the profits of the private traders plus the additional gain accruing to them from more skilful buying. As a matter of fact, the dividends are mainly earned through taking an enhanced profit on articles which really do not attract attention. It is easy, for example, to sell a tea at 1s. 6d. for 2s. the lb. without being found out by the majority of the store customers. It is nonsense to talk of the stores being able to buy butter better than private traders. Human nature is not built in that way. The private traders have their own capital to look after, their whole fortune depends on the skill and success with which they conduct their business, while the buying for the stores is done by hirelings guided perhaps by an amateur committee with "bees in their bonnets." The private traders buy in the open market wherever the best and cheapest goods are to be got, and are not like the retail co-operative societies, bound to a wholesale co-operative society that can practically charge pretty much what price it likes.

It is true that some of the co-operative societies have an apparent advantage

over the private traders in one respect, in that they can squeeze the wages of their workmen down to the lowest limit, as efficient service does not seem so important when the customers are bound to the establishment by the magic chain of the dividend. This, however, is in the long run a disadvantage, as cheap service is always inferior, and thus proves the more costly in the end. We recognize that the so-called co-operative movement of the present day is a fairly lucrative arrangement for the managers of the principal departments in some of the larger stores. They are at times paid as good salaries as they would get for performing similar duties in ordinary commercial establishments of equal magnitude, but there is frequently no end of grumbling among the shareholders about this. The lines of the committee men are sometimes cast in pleasant places, but as a rule the ordinary hands employed by co-operatives are poorer paid and harder worked than in private establishments.

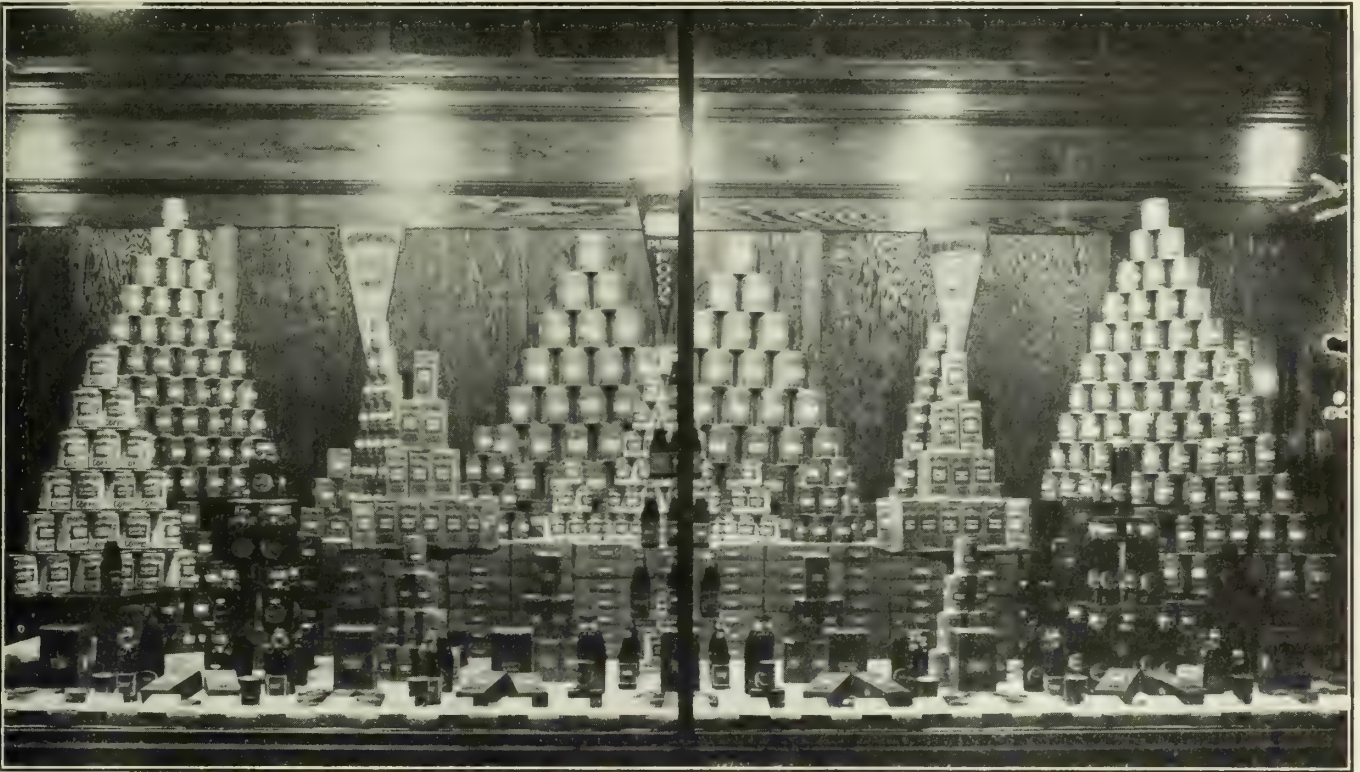
A Difference in Service

Moreover, the public are less efficiently served, and if the law of the survival of the fittest is to prevail the final triumph of the private traders is on philosophical principles inevitable. "Each for all, and all for each," is a bit of proverbial wisdom that should have no place in the gospel of co-operation.

The Financial Times article is clear proof that the co-operative movement is being watched, and that at no distant date it must bear its full share of the national burdens. If the "divi" is seriously assailed it will mean a great deal to the movement in the times that are coming.

Attractive, Yet Easily Arranged

Good display of Package, Canned and Bottled Foodstuffs Shown Recently by McKinnons, Limited, of Weyburn, Sask.—How the Trim Was Made—Fall Season Good Time to Show the Goods Attractively.



An exceedingly attractive window display of package, bottle and tinned foods shown recently by McKinnons, Limited, Weyburn, Sask.

EVERY one admits that there is money in a good window display. Many dealers, however, think they do not have the time to make a good selling display.

A glance at the accompanying illustration will show an exceedingly neat and attractive trim of bottle, package and tinned goods which can be easily duplicated in almost any grocery store in the country. This is a trim that will get a reputation for the store showing it. It was produced in the store of McKinnons Ltd., Weyburn, Sask., recently and it sold a considerable quantity of goods.

In the first place it will be seen that this window is enclosed at the rear by handsomely grained wooden partition. This concentrates the gaze on the window and therefore on the goods in the window and not past them in the store.

The arrangement along the rear is simple but attractive. Cocoa in tins, apples in tins, laundry starch in packages and canned tomatoes are used in the various pyramids. In the front on the left is a display of coffee in tins. Bottled olives are neatly arranged on top of one another with plate glass platforms between and there are many small pyramids of other package and canned goods. On the floor towards the front are package currants, raisins, etc.

Now that the Fall season is on, the time is ripe to run a number of attractive and good selling window trims. Farmers are realizing on their crops and there is more money in circulation. It is necessary to present the goods in the most attractive form, and if this is done good business is bound to result.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President

H. T. HUNTER, General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

OFFICES:

CANADA—

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UNITED STATES—

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THE RECENT SUGAR DECLINES

ALMOST everyone has been accustomed to believe that as soon as the heavy preserving season comes round each year sugar is bound to advance. This year, however, has been a big exception. During the past few weeks sugar has declined no less than 60c per cwt. bringing the price down to the lowest point it has reached since the sensational advances following the outbreak of the European war last fall.

The decline towards the end of last week of 30 cents brought the market to the \$6.05 basis, Montreal. A few weeks ago it was \$6.65. The first decline of 10 cents was due to the new arrangement between refiners and wholesalers as regards the rebate, but the declines following that have apparently followed the drop in raws in the primary market.

A year ago now, sugar was \$6.25 per cwt, and the market was advancing at a rapid rate. To-day it is 20 cents lower at \$6.05. Deducting the 70 cent war tax duty imposed on sugar last autumn the price comes down to \$5.35, which the retailer would be paying if there had been no war tax.

As has been intimated the primary market is weak. Some unexpected things have happened since the war began. Of course Germany and Austria could not sell any of her beet sugar to Great Britain and her allies. Britain and her allies therefore had to seek sugar from other countries. This was what started, in part, the big advances of a year ago. However, this very situation has tended to stimulate the growth of sugar cane throughout the world and sugar beets in the United States. The extra production of cane sugar, as well as beet sugar in countries outside of Germany and Austria, has apparently been the

means of bringing about a substantial surplus with which to enter the year 1916.

The fact that there is an extra duty on sugar entering Great Britain may to be a factor in reducing the consumption there to a certain extent. This would mean that more would be left for the rest of us.

So far as the immediate future is concerned sugar is likely to be weak although for how long is difficult to say. Between now and the first of the year one may see a few ups and downs according to the primary situation and after that—well nearly everything depends on the outcome of the Cuban crop.

TRAINING CLERKS TECHNICALLY

THE idea of technically trained grocery clerks, dealt with by Charles A. Elliott in an article in the Sept. 10 issue of this paper, is not so far-fetched after all. The matter is now being taken up by the Board of Trade in Halifax, N.S. The Retail Merchants' committee of that body will draw up a plan for the formation of classes in connection with the Technical Schools.

The subjects to be discussed are salesmanship, marketing, study of goods, customers, service, sale of specialties, etc. The clerk will be called upon to take an examination on which a diploma will be given. This is exactly along the lines suggested by Mr. Elliott, except that the classes will be suitable not only for grocery clerks, but for those employed in hardware, dry goods, and other stores.

This is the beginning of what it is hoped, will develop into a school for giving clerks a thorough knowledge of their business. It is something that will be welcomed by everybody in the trade — by manufacturers and wholesalers, who will sell more

goods, by the retailer, who will thus be allowed more time to devote to broad lines of policy and to the extension of his business, and by the clerk himself who, if he has any spunk in him at all, will avail himself of every opportunity for increasing his knowledge of the business in which he is employed. The fact, as stated by Mr. Elliott, that the average time spent by a young man in the grocery business is only 2½ years, is deplorable, and the only remedy is to raise the plane of the grocery clerk to a higher level. With Boards of Trade like that of Halifax all over Canada, the future grocer will soon become a professional grocer.

PRICE CUTTING ON FRUIT

THE following is an extract from a letter received by Canadian Grocer on Monday from a reader in Calgary, who although not a retailer is very much interested in retailer's profits:

"It struck me to-day while going about the city that a strong editorial or article in your publication on price-cutting of fruits in the Prairie Provinces would do a great deal of good. For instance in Calgary to-day a number of the leading retailers are slaughtering prunes at 65 cents a crate. As a matter of fact there is no reason in the world for this as they might as well get 80 cents per box as 65 cents. I cannot understand why a retailer will sell off the fruit in this way as what little profit there is is reduced to a mere pittance by price-cutting."

Canadian Grocer is very glad to co-operate with this man in voicing a protest against price cutting. With such a small profit in the ordinary way on fruit, no dealer has any license to sell it below the mark which he can get. By all means this price cutting game should stop and the sooner it stops the better will it be for the entire trade.

ROT AMONG POTATOES

FROM all accounts the potato situation is going to be rather serious this coming fall and winter.

Rot has presented itself in all parts of Ontario and it has been estimated that the crop will be from 25 to 40 per cent. less on this account.

To-day Ontario potatoes are selling to the retail trade at around 80 cents a bag and New Brunswick from 85 to 90 cents a bag, with the prospect that prices will advance considerably within the next month or two. It is too early yet to say exactly what potato prices will be a month hence as the crop is just being dug in Ontario. Towards the end of October a year ago, potatoes were selling wholesale in Toronto from 65 to 70 cents. It would not be a surprise to see them from 20 to 30 cents higher at a corresponding period this year.

The rot was of course caused by the continued wet weather this summer. Low lands will suffer more than the high or the sandy soil, but from various sources comes the information that even in sandy

soil which does not hold the water so well, the rot is quite conspicuous. Last year was a splendid one for potatoes and prices were exceptionally low being down to around 50 cents a bag this spring. It is not likely we shall see the same conditions this coming season.

MAIL ORDER BUYING

CATALOGUE buying is likely to thrive only where the local dealers are sufficiently lacking in enterprise to let it grow. Every retailer knows or should know that the local dealer has advantages which if actively employed, reduce mail order buying to a negligible quantity.

There are some merchants who still complain bitterly about the inroads of mail order competition in the retail trade. There are other merchants who seldom make a complaint of this nature. These non-complaining merchants state that they are giving the mail order houses a run for their money. It might be a good plan at this season to suggest to some retailers that it is their own lack of progressiveness that enables the mail order houses to secure such a large volume of retail trade. Some merchants do nothing to teach the public the wisdom of buying at home. They even neglect to feature their store prominently during the big fall and Christmas season of the year. The result is that many prospective purchasers easily fall into the error of buying by mail. The mail order house gets a lot of business in and around the district to which the unprogressive dealer caters. The latter believes that the business thus secured is due to the activity of the mail order house when in reality it is due mostly to his own inactivity.

EDITORIAL NOTES

OH TO BE in England, now the Budget's there!

* * *

QUICK TURNOVERS mean quick profits—and that's what we're all in business for.

* * *

OYSTERS SHOULD not be kept in the back warehouse. Place them in a clean, sanitary container, where they can be seen.

* * *

ALL CAN'T go to the front, but those who remain at home can "do their bit" by keeping up their optimism and working hard.

* * *

WITH SOME JULY weather in September the dealer has a splendid chance to increase his sales in summer lines such as cooked meats, meat sauces and table delicacies.

* * *

THE GROCER should remember that cutting out the bars in certain provinces in Western Canada as well as in other parts of the country—means larger sales for grape juice and other drinks. It means too a boost for the cigar business.

You Never Had a Better Chance Than Right Now

To make your brains and energy count

Canadian Bank deposits \$1,026,602,000
\$28,219,000 higher than in 1914

An 863,000,000 bushel Cereal Crop (Latest Dominion Govt. Returns)

The Canadian people and the Canadian grocers have stocks reduced to a minimum. The best war news in a year just announced.

You can increase your sales this Fall without a doubt. Put your brains, energy and confidence in your work and see that your travelers go out on the road confident in the backing and support of the house.

THE BEST SUPPORT YOU CAN GIVE YOUR TRAVELER

is a regular weekly page advertisement in Canadian Grocer, interesting his customers in the lines he ought to sell and they ought to buy to get the most out of the 1915 Fall Business. Add to this a double page in two colors in our Fall Campaign Sales and Christmas Goods Number—advertisements full of the kind of information every grocer and clerk needs to be the most efficient salesman of your goods.

The result will be the retail trade will buy more of and sell more of your goods this Fall. Because they will go at the job with all their heart and soul.

Our Fall Sales Number this year will be a hummer. Read what Editor Huston has to say of it in another page. There will be sales-stimulating plans and business-creating ideas for every reader. No grocer can read this issue without determining that this Fall he is going to *sell* goods, not merely answer inquiries.

We offer you the chance to enthruse him to sell *your* goods. Seize this chance by reserving a double page now by first mail.

THE MANAGER.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

A. Newton succeeds J. K. Neill, grocer, Aylmer East, Que.

A. W. Estabrooks, general merchant, Coldstream, N.B., died recently.

T. C. Smith, grocer, St. John West, N.B., sustained a fire loss recently; insured.

The St. Lawrence Vinegar Mfr. is a new company registered in Quebec Province.

Guimond & Carignan, general merchants, Beauharnois, Que., have obtained a charter.

A. C. Gilmour has purchased the grocery business of J. Senesac, Stanbridge Sta., Quebec.

T. P. Hetherington has bought the general store business of Geo. M. Thorne, Codys, N.B.

John F. Delaney, a grocer for ten years in Halifax, N.S., died recently at the age of 43 years.

G. T. Mitchell, general merchant, North Wakefield, Que., sustained a recent fire loss; insured.

The annual meeting of the Lake of the Woods Milling Company will be held in Montreal on October 6 at 3.30 o'clock.

Receipts for the last picnic held by Montreal grocers were \$869.45 and expenditure \$434.99, leaving a balance of \$434.46.

W. D. McLaren Co., baking powder manufacturers, Montreal, won a gold medal and diploma at the Quebec Provincial Fair.

I. Coulombe, general merchant, Three Rivers, Que., was among the heavy losers in a fire, which did \$15,000 damage on Friday, September 24.

M. J. Hill, wholesale fruit and vegetable merchant, 62 Bonsecour Market, Montreal, died last Friday. He was for a number of years on St. Paul Street.

At the last meeting of the Grocers' Section of the Montreal Retail Merchants' Association an appreciation of the late Justice Gervais was voiced by J. D. Boileau, who stated that when the late judge was a member of the House of Commons he did a great deal for the retail trade, especially in regard to the trading stamp question.

Ontario

C. H. Keyes, grocer, Gormly, Ont., has sold to J. Wilson.

Barker & McKay succeeds the Armistage Co., grocers, Toronto.

S. J. Miller & Co. succeed O. J. Crookford & Son, grocers, Toronto.

J. F. Holloway succeeds A. L. Campbell, grocer and provisioner, Lindsay.

M. L. Buchanan & Co., grocers, Toronto, are succeeded by Nelson, Speers & Co.

N. C. Diffin has purchased the general store business of Arnold Bros., Ridgewood, Ont.

C. E. Wilton, general merchant, Centreton, Ont., sustained a fire loss recently; insured.

E. B. Birks, for 26 years a grocer in Trenton, Ont., and for 5 years in Toronto, died last week.

Young & Brown have purchased the general store business of Richard T. Hardison, Ridgeway, Ont.

D. W. Clark, Avenue Road grocer, Toronto, has been on a business and pleasure trip to New York.

Wm. B. Edmonds, son of John Edmonds, of the Christie Brown Co., Toronto, has entered the Curtiss School to train as an aviator for oversea duty.

G. T. Mitchell, general merchant, North Wakefield, Ont., near Ottawa, sustained a fire loss recently. The building was completely destroyed. The books were saved.

The Credit Men's Association, at their last meeting in Toronto, passed the following resolution:—"That we, the members of the Canadian Credit Men's Association, having a vital interest in the matter of adequate fire protection for the city and a proper appreciation of the necessity of a thorough organization of the Fire Department, view with marked disapproval the deplorable and unbusinesslike methods pursued by some members of the Board of Control and the City Council in this matter."

At a meeting of the Toronto Section of the Retail Merchants' Association last week, E. M. Trowern, who has been secretary for some eighteen years, tendered his resignation in view of the fact that he is to give his entire time and energy to the advancement of the work of the Dominion Board. His resignation was reluctantly accepted and he has been succeeded by W. C. Miller as secretary of the Toronto Branch. Mr. Miller has been devoting his energies to the duties of the Association during the

past year or more, and therefore enters on his new duties familiar with the work.

The organization work of the Retail Merchants' Association of Canada, Ontario Branch, is proceeding apace. During the last week Secretary W. C. Miller has attended meetings in Hamilton, Dundas, Paris and Berlin. Organizer Newton has been working in Dundas, T. J. Mather in Paris, J. C. Doyle in London and Eric C. Jamieson in Ottawa. Toronto, too, is being strenuously covered and new recruits are coming in every day.

Western Canada

P. Wilkinson, grocer, Winnipeg, has removed to Kildonan West.

Dillon Bros. succeed C. O. Moen, general merchant, Darmody, Sask.

McLean Bros., Red Deer, Alta., have opened up a branch store in Carstairs.

B. Caplan has purchased the general store business of W. J. Larson, Weldon, Sask.

Stock of the St. James Cash Grocery, St. James, Man., has been sold to J. Dungan.

Rosner & Brownstone have succeeded John I. Borgen, general merchant, Plum Coulee, Man.

The Lockwood Trading Co. have purchased the general store business of Solomon Goldin, Lockwood, Sask.

The grocers of South Vancouver, B.C., have formed an association for the general protection of their interests as a body. The following officers were elected:—President, John Norbury; vice-president, W. Hilton; hon. secretary, Herbert Curry; treasurer, D. Fraser; executive committee, Messrs. Roberts, Gordon, Tennant, Borthwick and Parker. It was pointed out by Secretary T. J. Corley, of the Vancouver Retail Grocers' Association, that to his knowledge alone the retail grocers of Greater Vancouver were carrying accounts against private individuals to the extent of over a quarter million dollars. This was a matter that required immediate attention in justice to the consumer, as it was one of the factors in increasing the cost of living. Weekly half-holiday, early closing, abolishment of Sunday trading, cartage charges and affiliation with the Vancouver association were the subjects appointed for the executive committee to investigate and report upon at a special general meeting to be held at an early date.

Sugar Decline of 30 Cents

This Makes Total Drop of 60 Cents Cwt. Inside a Month — Uncertainty as to Mediterranean Dried Fruits—Western Ontario Bean Situation—Canned Tomatoes Get Firmer—
High Price of Fancy Molasses.

Office of Publication, Toronto, Sept. 30, 1915.

THE thirty-cent decline in refined sugar which took place at the end of last week is the feature in the grocery market. This big drop was in addition to three declines of 10 cents per cwt. which had taken place during the two weeks or so previous, making a total drop in the month of 60 cents a hundred pounds. This brings sugar down to the lowest point it has reached since the sensational rises of last fall, after the outbreak of war. Deducting from the present wholesale price the war tax of 70 cents imposed by the Dominion Government last fall, sugar would be at an exceedingly reasonable point, considering the times in which we are living. The cause of the present decline has been due to an easier feeling in the raw sugar market in Cuba and the placing on the United States market of the 1915 beet sugar crop. Supplies became heavier and brought about the decline in the market. Because of the European war too, Germany and Austria is not able to sell any sugar to Great Britain and her Allies. This caused the producers of sugar cane in the West Indies and other parts of the world to go in for still greater production—just the same as farmers in this country have gone in for greater production of wheat and other grains. This has tended to produce somewhat of a surplus of sugar considering the world's demand. The future of the sugar market is always uncertain. However, the immediate future indicates a more or less weak situation so that it would be no surprise to see another drop or two between now and the first of the year. After that the Cuban cane crop which begins to be harvested in January and finishes in July will be a factor. If the crop is heavy the market will be depressed accordingly. On the other hand, if unfavorable weather should intervene to produce a small crop, we might see higher prices. However, between now and the first of January it would be no surprise to see a weaker situation with probably an occasional rise as the primary situation dictates.

The situation in Mediterranean dried fruits becomes more uncertain. Dispatches during the week told of the Greek Government requisitioning a number of vessels for army purposes, some of which formerly no doubt were used in shipping currants. During the past week or so, currants have advanced some 12 cents a hundred pounds and are to-day about 17s 6d above the low price. We shall, too, receive only a few hundred boxes of Valencia raisins from Spain and it would be no surprise—in fact it is almost a certainty—that these will be retailed to the consumer this year at around 20 cents a pound. On account of Turkey being our enemy we shall get no Smyrna figs or Sultana raisins, unless Turkey should collapse suddenly, which is an uncertainty. We shall get some natural figs from Portugal and Spain which will be much higher than former years and we shall have some layer figs from California at high prices, as the California reports indicate that the crop is already sold. California dried fruits will therefore be a big factor in the market this Christmas.

Reports from the bean growing district in Western Ontario indicate that while we shall have considerable quantities of good beans there will be a large number of spotted ones on account of the excessively wet weather this summer and fall. Good beans are therefore likely to be pretty high-priced this coming year. Just what the actual production will be is hard to say as the farmers have not yet commenced generally on their threshing.

New-laid eggs took a sudden advance during the past week and are now several cents higher than our last quotations. Apparently the cold weather is having its effect on the hen and she is not producing as much as during the summer. At the same time export trade is heavier, these two reasons combining to put up the price. Cold storage eggs will soon have to be called upon in large quantities to meet this deficiency.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Further declines in feeds.
Rolled oats packages \$3.90-\$4.
Lower Manitobas predicted.
Sprouted wheat flour offered.

PRODUCE AND PROVISIONS—

Several big egg advances.
Finest creamery up another cent.
Pure lard advances ½c.
Still lots 1914 honey left.
Cheese prices remain same.
Heavy fat fowl wanted.

FRUIT AND VEGETABLES—

Fameuse injured by storm.
McIntosh Reds open at \$4.
Blue grapes down to 25c basket.
Apricots off the market.
Cantaloupes down to 50c basket.
Potatoes jump to 80c bag.
Tomatoes scarce and higher.

FISH AND OYSTERS—

Better demand for oysters.
Pickled and salted in demand.
Pickled turbot wanted here.
Sea trout prices attractive.
Lobster still selling high.

GENERAL GROCERIES—

Cream of tartar jumps to 60c.
Sugar declines another 30c.
Weakness in black tea market.
Tarragona almonds may be high.
Cheaper new Brazils likely.
Al Quebec beans offered.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Future of flour uncertain.
Buying hand to mouth.
Oat cereals easier.
Mill feed market loses strength.

PRODUCE AND PROVISIONS—

New laid eggs advance sharply.
Creamery butter firmer.
Hog prices advance.
Better demand for honey.

FRUIT AND VEGETABLES—

Heavy crop of peaches.
Grapes inclined to be short.
Storm knocks down apples.
Cranberries selling better.
Potatoes firming up.

FISH AND OYSTERS—

Better oyster trade with cooler weather.
Haddies in big demand.
Salmon easier.

GENERAL MARKETS—

Sugar down 30 cents.
Currants still advancing.
Candied peels higher.
Fancy molasses over 60c gallon.
Corn syrup selling better.
Many spotted beans in Western Ontario.
Common tea firmer in London.
Canned tomatoes over \$1.

QUEBEC MARKETS

Montreal, Sept. 29.—The decline of 30c per bag in sugar last Friday demoralized business considerably. It is a surprising fact, but nevertheless true, that a sensation in an important market like that of sugar has its effect on nearly all other lines. When retailers see a decline like that, it tends to closer buying. The most startled of the lot were those who bought fairly big supplies when the first ten cent decline took place. Many retailers had been delaying buying until the refiners and wholesalers had come to an agreement regarding

rebates; then they bought, unfortunately. Of course, nobody is to blame, as not even the refiners themselves are able to see a radical cut like this looming on the horizon. However, the effect of the sugar decline was plainly seen on business generally. Grocers are easy to sell when the market is on the up grade, but when it's going down, they are careful.

Apart from the decline in sugar, the most important event is a decided weakness in the market for black teas, particularly Ceylons, Indians and China Congous. Japans are unaffected by whatever influences have resulted in this decline, which amounts to three or four cents from the highest point touched. This may be the result of Russia being out of the market, or of a large crop, or perhaps to the increased duty imposed on tea by Lloyd George. The latter may have been the deciding factor, but a weaker feeling has certainly been evident in this market for more than a week. It is pointed out by a wholesaler that several weeks will be required in order to get this cheaper tea to this market.

Scaled herrings are down to 20c per box, which is a reduction of 5c per box. There has been some good fishing on the Atlantic and in the Gulf this year. Canadian sardines are down 25c to \$3.25 per case of 100 tins. The same reason as the above probably applies here. Sardines would be cheaper than this if it were not for the high cost of packing materials. On the other hand, English sprats have advanced this week, due to short pack, and to the fact that there is a demand for war purposes. Epsom salts have advanced another cent per lb., and are now bringing 7-8c per lb.

Preserved ginger in barrels jumped from \$24 to \$48 per bbl. this week on account of the ship containing the ginger being burned at sea. It is stated there is none to be had in Montreal.

SUGAR.—There was a further decline of 30c per bag on Friday, September 24. This applies to the whole list with the exception of cartons and half-cartons. The reason given is weakness in the raw market. The weakness is attributed to keen competition between cane and beet sugar refiners in the States. This is the period of the year when beets are harvested. Refined is selling in New York to-day at \$4.90, and here at \$6.05; the condition of the market, duties, etc., seem to warrant refiners here in keeping their prices a little over a cent higher than prices across the border. Thus the drop is in proportion to that which took place in New York. Refiners state that it hits them badly owing to the fact that they bought raws ahead. It is a drop that should help business, but refiners do not believe this will happen until the trade realize that the price has gone

about as low as it can. After such a radical cut, they do not believe many more drops likely, especially as they are losing money on present basis. Many retailers were hit through buying sugar three weeks ago, shortly after the agreement between refiners and wholesalers had been arrived at. However, nobody seems to have been buying unusually heavy. The price of sugar before the war was \$4.40; this was followed by a 10c rise, and shortly afterward the price jumped to \$5. Then came the 70c duty. There was a further advance to \$6.20, after which the maximum figure of \$7 was reached. Since then there has been a gradual decline, until now the price is \$6.05, which, allowing for the war tax, is still 90c higher than the price of sugar before the war.

There are those who affect to believe that something mysterious is connected with this recent decline. "I know the raw market is weak," said a Montreal wholesaler, "and we could expect a decline under the conditions, but why did the refiners follow New York? If they are going to follow New York with declines, why do they not also follow with advances? Are they afraid that New York will ship in here? It could not be done and pay duty and other charges. I do not see why because the raw market is weak the refiners should put down their prices and lose money. My opinion is that there is a cause right here in Montreal for the decline."

Another wholesaler spoke as follows: "Our sugar market is proportionately below that of New York. It is true the market was weak, and drops were made of ten cents here and there. The suggestion was made that a big cut be made, as dealers were expecting further drops, and were buying sparingly. Thus a break to the proper level was made in accordance with conditions here. It is believed now that things will get in better shape, and retailers will buy more freely. With such a decline, it is obvious that refiners have nearly touched the bottom."

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 05
20 lb. bags	6 15
2 and 5-lb. cartons	6 35
Yellow Sugars—	
No. 3	5 90
No. 1	5 65
Extra Ground Sugars—	
Barrels	6 40
50 lb. boxes	6 60
25 lb. boxes	6 80
Powdered Sugars—	
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 60
Paris Lump	
100 lb. boxes	6 65
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—	
Barrels	6 65
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 05
Cartons and half cartons	9 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—There are a few Sultanas in Montreal which were bought a year ago. They cost the wholesaler 6c and he can probably get 14c to-day—

which gives an idea of the way Sultanas have advanced during the past year. There is no word of any currant shipments leaving Greece. It will be remembered that prices were withdrawn on futures, but large quantities were sold, and no word has been received yet of these being held. American prunes this year will be of exceptionally fine quality. Seeded raisins are reported sold out in packers' hands. Seedless raisins appear to be unusually popular this year. A California raisin company writes the Canadian Grocer in the following terms:

"Heavy European demand for raisins of all kinds, and the heavy demand for Muscatel raisins has so decreased the raisin supply upon the Pacific Coast, that it has necessitated the withdrawal of 1914 prices. This means that no shipments of muscats will be made from the Coast until the 1915 crop is ready for shipment, and orders are now only taken subject to prior sale. Picking reports show a shrinkage of possibly ten thousand tons from first estimate. This means an increase of only about 10 per cent. over last year's crop, while an increase of from 20 to 25 per cent. was expected."

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes.....	0 09
Apples, choice winter, 50-lb. boxes.....	0 08½
Apricots.....	0 15½
Nectarines, choice.....	0 13½
Peaches, choice.....	0 10
Pears, choice.....	0 12½
DRIED FRUITS.	
Candied Peels—	
Citron.....	0 20
Lemon.....	0 13½
Orange.....	0 13½
Currents—	
Amalias, loose.....	0 07½
Amalias, 1-lb. pkgs.....	0 08
Piliatras, fine, loose.....	0 07½
Piliatras, packages, new.....	0 08
Vostizzas, loose.....	0 09
Dates—	
Dromedary, package stock, per pkg....	0 09
Fards, choicest.....	0 12½
Hallowee, loose.....	0 08
Hallowee, 1-lb. pkgs.....	0 07½
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.....	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.....	0 11½
1 lb. glove boxes, each.....	0 12
Prunes—	
30 to 40, in 25-lb. boxes, faced.....	0 14
40 to 50, in 25-lb. boxes, faced.....	0 13
50 to 60, in 25-lb. boxes, faced.....	0 12
60 to 70, in 25-lb. boxes, faced.....	0 11
70 to 80, in 25-lb. boxes, faced.....	0 10
80 to 90, in 25-lb. boxes, faced.....	0 09½
90 to 100, in 25-lb. boxes, faced.....	0 09
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster.....	3 60
Muscatsels, loose, 3-crown, lb.....	0 09
Sultanas, loose.....	0 14
Sultanas, 1-lb. packages.....	0 15
Cal. seedless, 16 oz.....	0 09
Seedless, 12 oz.....	0 08½
Fancy seeded, 12 oz.....	0 08
Choice seeded, 12 oz.....	0 08½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—Some time ago it was announced that the crop of Tarragona almonds was a good one, and that prices would be much lower. Something has happened in the meantime—it is early to say what—which may reverse these conditions. Prices named for new crop were very low, but, early this week, prices were withdrawn both in Spain and in New York. It may be there have been heavy rains, and there may have been a touch of frost. Spain has cer-

CANADIAN GROCER

tainly had hard luck with her crops this year. Italy and Sicily are also sources of supply, and while they control the market in price, they do not send so many to the country as does Spain. The market for walnuts remains the same. There is considerable cutting going on in New York on new crop Brazils, and lower quotations may be expected. It is the belief here that retailers will shortly be able to buy washed Brazils at 14c or lower. Much higher figures are being quoted in Montreal, and it looks as though the trade have bought at rather high prices. As a result of the acute situation in Spain as regards Tarragona almonds, California almond people have advanced their prices. Filberts are higher by 1/2c.

Almonds, Tara	0 17	0 18
Grenobles, new	0 16	0 17
Marbols	0 13 1/2	0 14
Shelled walnuts, new, per lb.	0 35	0 37
Shelled almonds, 28 lb. boxes, per lb.	0 37	0 38
Sicily filberts	0 14	0 15
Filberts, shelled	0 24	0 24
Pecans, large	0 20	0 21
Brazils, old	0 14	0 15
Brazils, new	0 07	0 07
Peanuts, No. 1, French	0 07	0 07
Peanuts, No. 1, Spanish	0 08 1/2	0 08 1/2

MOLASSES.—This market is in the same position as a week ago, and is very strong. Fancy is still selling in the country at 54c, and at 57c in Montreal; choice brings 45c in the country, and 48c in the city. A new compound syrup is reported to have been put on the market within the past week or two, but it is intended more as a substitute for corn syrup or maple syrup than for fancy molasses. It is difficult to see how a substitute could be made for the latter. With maple syrup getting scarce, there will probably be a demand for this compound syrup.

Barbadoes Molasses—	Price for	
	Island of	Montreal.
	Fancy.	Choice.
Punchons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53

For outside territories prices range about 3c lower.
 "Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3 3/4; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2	
Pails, 8 3/4 lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, 1/2 doz. in case	2 90	
Cases, 20 lb. tins, 1/4 doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4 3/4; 1/2 bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 60	

SPICES.—The most important fact in connection with the spice market this week is an advance of 10c in the price of cream of tartar. This brings the price up to 60c per lb. The consumption of wine has fallen off, and there are less casks (in which the raw material forms) to supply it.

	5 and 10-lb. boxes.	1/4-lb. pkgs. dozen.	1/4-lb. tins lbs.
Allspice	0 16	0 69	0 23
Cassia	0 22	0 89	0 29
Cayenne pepper	0 28	0 85	0 35
Cloves	0 28	1 05	0 35
Cream tartar, 60c.			
Ginger, Cochin	0 22	0 29	0 29
Ginger, Jamaica	0 23	1 00—1 15	0 31
Mace	0 80	—	1 00
Nutmegs	0 40	—	0 75
Pepper, black	0 22	0 90—1 00	0 29
Pepper, white	0 30	1 15—1 20	0 37
Pastry spice	0 22	0 95—1 20	0 29
Pickling spice	0 14—0 16	—	—
Turmeric	0 21—0 23	—	—

Lower prices for pails, boxes or bairlers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
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Caraway—		
Canadian	0 16	0 18
Dutch	0 14 1/2	0 16
Cinnamon, China, lb.	0 19	0 23
Mustard seed, bulk	0 36	0 46
Celery seed, bulk	0 36	0 35
Cayenne chillies	0 18 1/2	0 22
Shredded cocoanut, in pails	12 15	—
Pimento, whole	—	—

RICE. There are no comments to make of any importance on this market. Prices remain the same, and conditions, as reported for the last two or three weeks, still remain.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 95
"C.C."	3 80
India bright	4 00
Lustre	4 10

Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystal	6 00
Ice drips	5 30
Snow	5 20
Polished	4 10
Pearl	4 60
Mandarin, Patna	4 30
Java Onyx	7 00

Prices are per 100 lbs., packed in bags (250 lbs.) half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).

Imported Patna.	Per lb.
Bags, 224 lbs.	0 05 1/2
Half bags, 112 lbs.	0 05 1/2
Quarter bags, 56 lbs.	0 05 1/2

Velvet head Carolina	0 09	0 10
Sago, brown	0 06 1/2	0 07

Tapioca—		
Pearl, lb.	0 07	0 07½
Seed, lb.	0 07	0 07½

DRIED VEGETABLES. — Reports continue to arrive here from points in Ontario that the bean crop has been a bad one. From a Chatham source comes the information that the crop was originally a larger one than last year, but that the heavy rains of a few weeks ago reduced the crop to half, the quality of which would be poor. They are having good weather now, but it is too late. Small supplies of new Quebec beans have been arriving during the past few days, several weeks ahead of the Ontario crop. These have had the effect of dropping the price of Canadian white beans; firms who were asking \$3.75 have dropped their quotations to \$3.60. Quebec Province is thus becoming a factor in the bean market. Farmers here have discovered that they can grow beans and make money at it. Montreal wholesalers have received as many as twenty offers in one day during the past week, and the quality is as good as one could ever wish to get. Beans have not been grown in Quebec to any extent before, but the ruling prices were so high, the farmers were encouraged. Western farmers are perhaps not aware of the competition they now have to contend with. The quality of the Quebec bean is said to be far superior to 3-lb. pickers, with hardly any loss at all. There is good inquiry for peas, which is helping to keep the market up. They are being offered at from \$2.80-\$3.25.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 45	3 60
Yellow eyes, per bushel	—	4 00
Lima, per lb.	0 07 1/2	0 08
Peas, white soup, per bushel	2 75	3 25
Peas, split, bag, 95 lbs.	—	6 50
Barley, pot., per bag	3 00	3 30
Barley, pearl, lb.	0 05	0 06

MONTREAL

CANNED GOODS.—It was announced

this week definitely that no agreement was expected between the canners and the wholesale trade, this having been postponed to a later date. Thus, for a time, there will be an open market. Prices were named by the Holding Company this week on tomatoes, corn, standard peas, early Junes, and Sweet Wrinkle, for Group B. These, if anything, are a little lower than those announced last week in this column. Tomatoes, for instance, are sold on a basis which allows the wholesaler to sell around \$1. and corn at 85c. A prominent man in the canned goods business offered to bet this week that by May 1 the price of canned tomatoes would be \$1.25 to the retail trade. Is he correct?

There is little new as regards canned salmon, except that wholesalers warn dealers that there are going to be some Pinks of inferior quality placed on the market, which ought to be sold below ruling prices.

ONTARIO MARKETS

Toronto, Sept. 30.—The grocery business is running along smoothly, neither fast nor slow. On the whole, the trade passing from wholesaler to retailer is of the hand-to-mouth character, few retailers apparently speculating in the present markets.

The most important change that has actually taken place in quotations since a week ago was another decline in sugar of 30c, which occurred at the end of last week. This made a total decline of 60c during the past month or so. The sugar market is still on the weak side, and will likely remain so until new developments appear in primary cane and beet markets.

So far as Mediterranean dried fruits are concerned, things are very uncertain. With Greece taking on a war-like appearance and requisitioning large freight vessels for army purposes, it is difficult to say what will happen to the shipment of currants. Currants are scarce to-day, and everything in the future points to a continued scarcity. Added to that there will only be a few hundred boxes of Valencia raisins reach this market, which is going to mean that the bulk of dried fruit for the Christmas trade must come from California. The uncertainty is causing considerable uneasiness so far as importers are concerned, and this uneasiness is likely to continue until the war air is considerably clarified.

Another feature of the markets of late, which has been pointed to frequently in Canadian Grocer, is the strength appearing in canned vegetables. Wholesalers this week are quoting tomatoes anywhere from \$1 to \$1.10 to the retail trade. Compared with a couple of months ago, this is some 40c advance, or at the rate of 3 1/4c per tin. The reason

for this advance, as has already been pointed out, is the smallness of the pack.

SUGAR.—The decline of 30c cwt. in sugar towards the end of last week was somewhat surprising. The trade rather anticipated an easier market, but were not exactly looking for such a substantial drop at one time following the three other 10c declines. This drop of 30c brings sugar down 60c cwt. below what it was a month ago, or to the basis of \$6.11 per cwt. to the retail trade in Toronto. Refiners state the reason for this succession of declines, apart from the first one, has been due to easier conditions in the primary markets. For instance, New York refined is supposed to be selling at \$5, where in reality it is around \$4.90. Beet sugar in New York, which is quoted at \$4.80, is selling on the quiet for 5c less. A week ago the New York market was some 30c higher. One reason for the easier feeling in New York is the coming on the market of large quantities of sugar made from beets. The competition between beet and cane helped to bring down the market. Refiners, too, point out that the Cuban prices for raws are coming down to more nearly normal, as they have been pretty high since the outbreak of war. While the immediate future indicates continued weakness, yet it should be remembered that the sugar market is a difficult one to gauge. Anything may happen. The Cuban canes have just begun to sprout, and it will be January before the grinders will begin to produce sugar. The season lasts from January to July. While, of course, prospects are good for a good crop now, anything may happen between now and July to change the situation. Report has it that Germany is supposed to be getting out 1,600,000 tons of sugar this season, which is over a million tons less than a normal year. Anything may, therefore, happen after the New Year, but for the present the market is on the weak side. One refiner's representative was of the opinion that between now and the New Year we might see some ups and downs following the primary market situation from time to time.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
20 lb. bags	6 21
10 lb. bags	6 26
2 and 5-lb. cartons	6 40
Nova Scotia refined, 100-lb. bags	6 01
Nova Brunswick refined, 100-lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 76
100 lb. boxes	6 86
50 lb. boxes	6 96
Cartons (20 to case)	7 51
Cartons (30 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	6 86
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

SYRUP AND MOLASSES.—The sale of corn syrup in anticipation of the colder weather is picking up considerably. The season is now here when syrup becomes not only an appetizing but a wholesome food, and because of its cheapness it is a favorite on many a table. No price changes have occurred recently in corn syrup, and none are expected unless corn should become cheaper. This is not anticipated for some time at least.

Fancy molasses continues to soar. Wholesalers on the street this week did not think that a price of 65c per gallon to the trade would be any too high. The molasses situation has been covered carefully in Canadian Grocer recently, so it is unnecessary to go into it again. Suffice to say, that the market is an advancing one, and the next crop is some five months hence. The Ontario market is not, however, a big buyer of the extra fancy molasses.

Corn Syrups—	
Barrels, per lb., 33c; ½ bbls., 4c; ¼ bbls.	0 64
Pails, 3½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 60
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 43c; ½ bbls.	0 65
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	0 60 0 65

DRIED FRUITS.—The Mediterranean dried fruit situation is very uncertain. Canadian Grocer has already emphasized the fact that there shall be no Sultana raisins or Smyrna figs this season unless Turkish power should suddenly collapse. While this may be near, it is not likely to be near enough to allow us to secure our usual dried fruit supply this year.

The currant market is exceedingly high. A cable was received on Tuesday morning by a local broker from Patras to the effect that currant prices had advanced 6c per cwt. since the last price quoted. The present primary market price is now 7s 6d—about \$1.85—per hundred higher than the lowest price. Currants are short here now, and this shortage is likely to become more acute. Newspaper advices indicate that the Greek Government has requisitioned a number of freight vessels, and this is going to present further difficulties towards getting currants to this continent.

So far as Valencia raisins are concerned, only a few hundred boxes will reach this market, these being now on the way. An authority on the situation states that it is not likely these will reach the ultimate consumer at less than 20c a pound. The cost to the retailer may be from 15 to 16c. We are quoting this week 13½c to 14½c for Valentias. This is from 2c to 3c higher than previous quotations.

The Canadian market will get a quantity of natural figs from Portugal and Spain, which will cost just a little less than double the price of former years.

In layer figs the only thing we will get this year will be California produce, and this in small quantities, California reporting that the crop is already sold.

The primary market on peels is higher, and wholesalers are advancing prices here.

Apricots—		
Standard, 25 lb. boxes	0 13½	0 15
Choice, 25 lb. boxes	0 11½	0 12
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 20	0 23
Currants—		
Killias, per lb.	0 09½	0 10½
Killias, choicest, per lb.	0 10	0 10½
Patras, per lb.	0 10½	0 11½
Vostizzas, choice	0 12	0 13
Cleaned, ½ cent more.		
Dates—		
Fardis, choicest, 12-lb. boxes	0 09½	0 10
Fardis, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Halloweys	0 07½	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 11	0 12
40-50s, 25 lb. boxes	0 10	0 11
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 06½	0 07
25 lb. boxes ¼c more.		
Raisins—		
Valencia	6 13½	0 14½
Sueded, fancy, 1 lb. packets	0 10½	0 10½
Sueded, choice, 1 lb. packets	0 09½	0 10½
Sueded, choice, 12 oz.	0 08	0 08
Sueded, 16 oz. packets	0 11½	0 12
Sueded, 12 oz. packets	0 10	0 10

NUTS.—There is a fair supply of nuts, but not at all an abundant one owing to the much higher prices ruling in primary markets. Orders, therefore, have so far been restricted. There is, too, an uncertainty with regard to shipments, as importers fear many of the goods will be late in arriving. If it were a certainty that the goods would come, the chances are the supply would be adequate, as the nations at war will not be in the market for so many as usual.

Shelled almonds, according to one importer, were sold up to a month ago for October shipment at reasonable prices. Recently most sellers have been withdrawing entirely from the market and refusing to name a price, owing to the lateness of the crop. Those few who do name prices quote some 15s. cwt. above basis of former sales. This would mean an advance of four cents a pound on duty-paid price.

Almonds in the shell are reported to be of an inferior quality, and the price has advanced about a cent a pound in the primary markets. Some buyers who did not buy in Europe tried to purchase this week in New York on quotations made a few days ago by New York sellers. However, when the inquiries reached their destination these prices had been withdrawn and holders refused to quote until they could get further reports from Spain.

This year we shall likely be getting more nuts from California. These will include both walnuts and almonds. New prices on walnuts will be out after the first of the month. Prices on almonds are already given out.

CANADIAN GROCER

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble		0 15
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 38	0 40
Filberts		0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 38	0 40

COFFEE.—The coffee market maintains its usual quiet, steady tone. Prices are comparatively low, and with the good coffee season coming on, buying will be stimulated. There is even talk already of an extra duty on coffee when Parliament meets again. This, of course, is only a guess, and there are others who think there will be no extra war tax. Prices are the same.

Coffee—		
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 26	0 28
Mexican	0 25	0 28
Maricaoibo	0 22	0 24
Jamaica	0 22	0 24
Santos	0 19	0 22
Rio	0 16	0 18
Chicoory		0 14

RICE AND EAPIOCA.—There is no change in this market, the usual steady trade taking place.

Rice—		
Rangoon "B." per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09

Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.		0 05½

BEANS.—A large bean dealer who was through part of the Western Ontario bean district recently states that, while there will be some good beans for the market this year, there will be quite a lot of poor ones. This, of course, was on account of the excessively wet weather. The acreage was large in anticipation of good prices, but there are scores of acres which were practically drowned out. He thinks that on the whole there will be about a 50 to 60 per cent. of a normal crop. This is only an estimate, as threshing has not been begun. This is likely to commence next week. As yet there have been no prices made by the farmers. In the meantime old crop hand-picked beans are selling wholesale at \$3.75 per bushel.

Beans—		
Hand picked, bushel		3 75

SPICES.—A number of the spices have been firming up of late and a few are on the easy side. Peppers are quite firm on the London, Eng., market, having advanced there recently about a cent a pound. Manufacturers here say it is difficult to sell any pure black pepper at anything under 20c to the retailer. All-spice and cassia are also firmer, and so is Jamaica ginger. Cloves are a shade easier, although there is no actual quotable change. Mace is higher, and \$1 a pound is being quoted for the best grade. The pickling spice season is practically over for another year.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole		0 15
Cassia, whole	0 21	0 32
Cassia, ground	0 14	0 16
Cinnamon, Batavia		0 27
Cloves, whole		0 27
Cloves, ground	0 18	0 22
Cream of tartar	0 25	0 35
Curry powder		0 30
Ginger, Cochin	0 15	0 17
Ginger, Jamaica	0 18	0 21
Ginger, African, ground		0 14
Mace		0 80
Nutmegs, brown, 64s, 52c, 80s, 42c, 100s		0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins		0 50
Pastry spice		0 22
Peppers, black, ground	0 14	0 18
Peppers, black, whole		0 30
Peppers, white, ground	0 19	0 24
Peppers, white, whole		0 36
Pickling spice		0 16
Turmeric		0 16

TEA.—A cable received on Monday from London, Eng., by a large local house stated that the market on common teas was practically a cent a pound dearer. Medium was up a ½c, and good tea was slightly easier.

This is somewhat of a reversal of form in this market. Recently quality teas have been advancing and cheaper grades declining. The exact reason may be difficult to get at until fuller information is secured, but it may be that the new British budget, which added an additional 8c per pound duty, is tending to create a better demand for the lower grades. The total duty is now a shilling a pound.

The last McMeekin circular from London showed that there were now in London almost 10,000,000 pounds of Indian, Ceylon, Java and China tea more than at a corresponding period of last year. If these statistics mean anything, they indicate an easier market.

Japan teas are dearer for common than opening prices, and some dealers here are looking for a shortage of the cheaper grades.

TORONTO

CANNED GOODS.—Canned tomatoes are exceedingly firm just now. The market has advanced to the retailer to around \$1 and \$1.10 per dozen. This is, of course, due to the short pack practically made necessary by the crop shortage and partly on account of the poor demand during the past year. Tomatoes now are at a good price and retail prices during the coming season will have to be around to the two-for-a-quarter mark if not higher. The canners have not sent out any list of prices this year and will not likely do so. Their prices are being quoted f. o. b. net factory to the wholesale trade. It is a certainty that the pack of tomatoes this year is less than for many years in the past.

Corn is reported to be of a fair crop and of good quality, so that the pack will likely be a reasonable one. The pack of peas was also pretty fair.

Chums, 1-lb. talls	0 90
Pinks, 1-lb. talls	1 20
Coches, 1-lb. talls	1 45

Red Springs, 1-lb. talls	2 60
Humpback, ½-lb. tins	6 50
Salmon, Sockeye—	
1 lb. talls, cases 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 57½
Five cases or more, 2½c doz. less than above.	
Canned Vegetables—	
Tomatoes, 3's	1 00
Peas, standards	0 90
Early June peas	0 95
Extra sifted peas	1 45
Corn, 2's, doz.	0 90

MANITOBA MARKETS

Winnipeg, Sept. 30.—City business shows some revival and country trade is first class. The great movement of wheat East and cash West has only commenced, but its effect and promise are already much in evidence.

Heavy rains on Saturday last, covering the whole of Manitoba and much of Saskatchewan, will delay threshing for a few days, but are not likely to be cause of any material damage.

In staple lines a drop of 30c per cwt. on sugar is somewhat of a surprise. American markets are reported as decidedly weak. All other staple lines are unchanged. New prices on nuts may be expected next week.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	6 65
Extra ground or icing, boxes	7 50
Extra ground or icing, bbls.	7 30
Powdered, boxes	6 70
Powdered, bbls.	6 80
Hard lump (100-lb. case)	7 60
Montreal, yellow, bags	6 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 90 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 60
Powdered, 50s	7 05
Powdered, 25s	7 40
Icing, barrels	7 35
Icing, 50s	7 60
Cut loaf, barrels	7 45
Cut loaf, 50s	7 70
Cut loaf, 25s	7 85
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar, bbls.	6 75
Bar sugar, boxes	7 00
Icing sugar, bbls.	6 95
Icing sugar, boxes	6 60
H. P. lumps, 100-lb. cases	7 05
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	8 20

BRITISH COLUMBIA MARKETS (By Wire)

Vancouver, Sept. 30.—Eggs are scarce and market is strong. Strictly fresh are up two cents dozen and specials are up 2c; others unchanged. Sugar has declined again.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	6 31-0 33
New Zealand cubes	Open
New Zealand brick	Open
Cheese, per lb., large	6 17
EGGS—	
Local fresh	0 43
Extra selected	0 28
Vancouver Island	0 25
Lard, 3's, per case	8 17
Lard, 5's, per case	8 10
Lard, 10's, per case	8 10
Lard, 20's, each	10 60

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05½
Cream of tartar, lb.	80 c
Beans, Lytton	0 06½
Figs, 12-10 oz. packages, per box	0 85
Figs, 50-60 oz. packages, per pkg.	2 25
Cocoanut, lb.	18½c
Commeal, bbl	\$3 00
Flour, best patents, per bbl.	6 30
Lemons, box	3 50
Potatoes, per ton	15 00
Roller oats, bbl of 80 lbs.	3 10
Onions, lb.	0 01½
Oranges, box	5 00
Rice, 50s, sack	1 90
Sugar, standard gran., per cwt.	7 25
Sugar, yellow, per cwt.	6 60
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 80

CANADIAN GROCER

CANNED GOODS.

Apples, gals., 6/case	\$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	3 80
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 40

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 10c; Apples, lb.	09 1/2c
Prunes, 70-80, 25's, lb.	09 c
Currents, per lb., 9c; Raisins, seeded, lb.	09 c
Peaches, per lb.	06 c
White figs, per lb.	05 1/4c

ALBERTA MARKETS (EDMONTON)

(By Wire)

Edmonton, Sept. 30.—Business is good; country stores are buying heavily. Harvest is well in hand and farmers are making regular trips to town. Collections are brisk and especially past week. Tuckett's new packages of plug tobacco reached here this week and will be on market first week in October. Price per pound advanced slightly, although additional plugs each caddy make up for this. Owing to shortage of cream of tartar an advance in neighborhood of five per cent. has taken place and further advances expected. Sugar has again declined, this time 30 cents. Granulated is now \$7.25. Butter, creamery, is higher at 32c. Eggs, new-laid, are 35c and No. 2 30c.

General—	
Beans, Ashcroft, lb.	0 06 1/2
Beans, Japan, per bush.	4 00
Coffee, whole roasted, Rio	0 15
Potatoes, per bush.	0 25
Rolled oats, 20's, 80c; 40's	1 60
Rolled oats, ball, \$2.15; 80's	1 75
Flour, fancy patents	2 90
Flour, seconds	2 80
Rice, per cwt.	3 90
Sugar, standard gran., per cwt.	7 25
Sugar, yellow, per cwt.	6 85

Produce and Provisions—	
Cheese, new, lb.	0 18 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 22c; No. 2	0 18
Eggs, new laid	0 35
Eggs, No. 2	0 30
Lard, pure, 3's, per case	8 70
Lard, pure, 5's, per case	8 75
Lard, 10's, per case	8 85
Lard, pure, 20's, each	2 83

Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 75
Salmon, sockeye, 4 doz. talls, case, 1s	9 70
Cohoos, 1's, \$5.85; humpbacks, 1's	4 35

Dried Fruits—	
Evaporated apples, 50's	0 10
Apricots, 25's	0 10 1/2
Peaches, 25's	0 07
Pears, 25's	0 12 1/2
Prunes, 90-100, 25's, unfaced	0 07 1/2

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Sept. 30.—Sugar took another drop of 30c on Friday, being now \$7.25. Public has been buying heavily for preserving. Lard has advanced a half cent. Dairy butter is scarce at 25c. New-laid eggs are up to 35c. Molasses in bulk are higher, being quoted at 67c for extra fancy Barbadoes. Soft fruits are nearly all finished.

General—	
Beans, small white Japan, lb.	0 06 1/2
Flour, No. 1 patent, 98's	2 90
Molasses, extra fancy, gal.	0 67
Rolled oats, ball	2 65
Rolled oats, 90s	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35

Sugar, pure cane, granulated, cwt.	7 25
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	0 16
Butter, No. 1, dairy, lb.	0 25
Eggs, new laid, doz.	0 35
Eggs, storage, case	8 25
Lard, pure, 3s, per case	8 70
Lard, pure, 5s, per case	8 75
Bacon, smoked backs, per lb.	0 19
Bacon, smoked bellies, per lb.	0 21

Canned Goods—	
Tomatoes, 3s, standard, case	2 65
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 25
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Lobster, 1/2s, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50

Dried Fruits—	
Evaporated apples, 50s, per lb.	0 09 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14

Fruits and Vegetables—	
Blackberries	2 00
Blueberries, Ont., basket	2 00
Cantaloupes, crate	5 00
Grapefruit, Cal.	5 00
Oranges, case	5 75
Lemons, case	6 25
Peaches, crate	0 75
Tomatoes, 4-basket crates	0 70

SASKATCHEWAN MARKETS

Regina, Sask., Sept. 30.—Cold damp weather continued last week, hampering harvesting operations considerably. From reports being received from all parts of the province, the yield of wheat will be above expectations. Farmers wherever possible are holding grain, owing to unsatisfactory prices.

Considerable activity has been experienced on the local market during the past week, this being particularly noticeable in sugar, which has declined 50c since September 14. On that date the price dropped 10c, followed by a further decline of 10c on the 18th, and by a sudden drop of 30c on Friday, September 24. Price of sugar here is now \$7.04—lower than at any period since the coming into effect of the Canadian war tax last fall, which alone boosted the price 70c per 100.

Rolled oats have taken another tumble, and are being quoted: 80's at \$2.15; 40's at \$1.10; 20's at 57 1/2c; bales at \$2.60. Butter is stronger—dairy at 25c and creamery at 29c. Strictly fresh eggs are scarce and higher at 31c. Soda biscuits in 2-lb. packages have been reduced one cent a package. New honey is on the market, and is a shade higher than last year. Canned goods are strong, advances being quoted on opening prices in Lombard plums, pears, raspberries, strawberries, and pumpkins. Jams are higher. Cheese is strong.

In fruit, oranges are \$5.75; apples, \$1.75; peaches, 95c; prunes, 90c. Ontario pears are coming in, and all pickling goods are now on the market. Onions are quoted at \$1.50 per 100 lbs. Carloads of grapes are on their way, and will be quoted at around 30c.

Produce and Provisions—	
Butter, creamery, per lb.	0 28
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 16 1/2
Eggs, new laid	0 31
Lard, 3's, per case	8 20
Lard, 5's, per case	8 15

Lard, 10's, per case	8 10
Lard, 20's, each	2 70

General—	
Beans, Ontario, per bushel	3 80
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 50
Cocoanut, lb.	0 19
Commeal, ball	2 85
Apricots, per lb.	0 12
Flour, 98's	3 15
Rolled oats, 80's	2 15
Rice, per cwt.	3 90
Onions, 100 lbs.	1 60
Sugar, standard gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 74
Walnuts, shelled, 41c; almonds	0 41

Canned Goods—	
Apples, gals., case	1 68
Beans	2 25
Corn, standard, per 2 dozen	2 00
Peas, standard, per 2 dozen	2 00
Plums, Lombard	2 10
Peaches	3 10
Strawberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 45

Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 50

Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 19
Sweet potatoes, per crate	4 50
Lemons	5 00
Oranges, Valencias	5 75
Potatoes	0 80
Tomatoes	0 80

Dried Fruits—	
Currents, per lb.	0 09 1/2
Prunes, 70-80, 25's, lb.	0 10 1/2
Evap. apples, 50's, lb.	0 09 1/2

NEW BRUNSWICK MARKETS

By Wire.

St. John, Sept. 30.—There have been few changes in local market. Dealers had expected a drop in flour, which did not come, but they still think it must go lower. Decline in sugar of 30c is the leading feature. Standard is now \$6.15 to \$6.25. Though the drop was sharp, buying is still slow—hand-to-mouth. Dealers are uncertain as to future, but rather look for easier quotations. Molasses continues firm, with no change since last writing. Eggs are firm, with big advance to 28c and 29c. Butter is also stronger, 28c to 32c, with fairly good supply. Vegetables are coming well. Potatoes are apparently plentiful, though crop is not as large as expected. Bad weather is interfering with business this week. Collections might be better.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 30
Pork, American clear, per bbl.	24 25
Butter, dairy, per lb.	0 22
Butter, creamery, per lb.	0 28
Eggs	0 28
Lard, compound, per lb.	0 11 1/4
Lard, pure, per lb.	0 13
Cheese, new	0 15

Flour and Cereals—	
Commeal, gran.	5 75
Commeal, ordinary	1 85
Flour, Manitoba, per bbl.	6 50
Flour, Ontario	5 35
Rolled oats, per bbl.	6 35
Potatoes, bushel	0 60

Fresh Fruits and Vegetables—	
Apples, bbl.	3 50
Lemons, Messina, box	4 60
Oranges, Val., case	4 00

Sugar—	
Standard granulated	6 15
United Empire	6 05
Bright yellow	5 95
No. 1 yellow	5 75
Paris lumps	7 25
Lemons, Messina, box	4 60
Beans, hand-picked, bush.	3 70
Beans, yellow eyes, per bush.	3 80
Canned pork and beans, per case	2 50
Molasses, Barbadoes, gal.	0 62
Cream of tartar, per lb., bulk	0 55
Currents	0 09 1/2
Rice, per cwt.	4 25

DEATH OF COCOA MANUFACTURER.

William H. Baker, cocoa and chocolate manufacturer and banker, died at his home in Winchester, Va., last week.



FRUIT AND VEGETABLES



Potato Market Firming Up

Rot in Many Districts Due to Wet Weather—Sunday's Windstorm Plays Havoc With Apples—Frost Will Help Sweeten the Grape Crop, Which is None Too Good—Peaches Still Abundant

MONTREAL

FRUIT.—Reports received early this week are to effect that Sunday's storm played havoc with apples in this province. This will make hand-picked Fameuse and McIntosh Reds scarce, and there has been a lot of windfalls on the market this week. Only a few Duchess left on the market, which are bringing 3.50 bbl. Red Pounds are now in, offering at 3.50. McIntosh Reds opened at 4.50 for No. 1's, and 4.00 for No. 2's. The demand for apples of every kind is good. Oranges are still bringing high prices—6.00 for late Valencias, and 3.50 for Jamaicas. Limes are off the market, the weather being too cold for their use. Musk melons are also off the market. There is a better demand now for grape fruit, which is quoted at 3.50. Blue grapes are down to 25c for 6 qt. baskets, and Tokays are down to 2.50 for crates of four baskets. A decline occurred in box peaches to \$1.00, but the big demand is for 11 qt. baskets at 30-40c. Pears and plums are quoted at the same price. Apricots are off the market. Cantaloupes dropped to 50c basket. Quebec plums or damsons are in demand at 40c gal.

Apples—		
Alexanders, No. 1's, bbl.	3.00	3.50
St. Lawrence, No. 1's		4.00
Wealthy, No. 1's		3.50
Duchess, No. 1's		3.50
Jonathans		3.75
Calvert		3.25
Red Pound		3.50
McIntosh Reds		4.50
Bananas, bunches		
Bananas, bunches	2.00	2.25
Cranberries, gal.		0.50
Grapes, 16-24 and 30-36		3.50
Grapes, Belgium hothouse, lb.		1.00
Grapes, blue, 6 qt. baskets		0.75
Grapes, Tokay, crate, 4 baskets		2.50
Lemons—		
Verdillies	3.00	3.25
Oranges—		
Valencias, Cal., late 126-250		6.00
Jamaica, 196-200-210		3.50
Pineapples, 18-24 and 30-36		3.00
Peaches, preserving basket, 11 qt.	0.30	0.40
Peaches, box		1.00
Pears, box	2.75	3.00
Pears, box	3.00	3.75
Plums, Quebec, gal.		0.40
Plums, preserving, basket, 11 qt.		0.25
Plums, table, box 4 baskets		1.75
Cantaloupes, baskets		0.50
Watermelons, each	0.40	0.50

VEGETABLES.—The effect of the potato blight in New Brunswick is still being felt, and on account of the scarcity the price of Montreal potatoes has been advanced to 80c per bag. Tomatoes are

also beginning to get scarce on account of the frost, and boxes of good tomatoes are this week bringing almost double last week's prices—75-1.00. There are cheaper tomatoes than these, but not so good. There is a very good demand for tomatoes, but the biggest demand is for head lettuce, which is exceedingly scarce, and is selling for 50-60c doz. This is a high price compared with that of curly lettuce, which is offered at three dozen for 50c. Head lettuce will be brought direct from Boston this week. Gentleman and Evergreen corn are selling for 15c doz.; other kinds are almost off the market, as it is too hard to sell. Beans are becoming scarce, and will shortly be brought from the States. The price for both wax and green has jumped to 1.25 per bag. Good cauliflowers are scarce, and are bringing 1.50 per doz. Sweet potatoes dropped to 1.75 per hamper. Spinach is more plentiful, and is now bringing 50c per box.

Beets, bag	0.75
Beans, wax, Montreal, per bag	1.25
Beans, green, Montreal, per bag	1.25
Cabbage, Montreal, per doz.	0.35
Cabbage, red, doz.	0.40
Carrots, bag	0.75
Cauliflower, Canadian, doz.	1.50
Celery, Montreal, doz.	0.50
Corn, doz.	0.15
Cucumbers, fancy, doz.	0.20
Egg plant, doz.	0.50
Leeks, bunch	0.10
Head lettuce, doz.	0.50
Curly lettuce, 3 doz.	0.50
Onions—	
Montreal, bag	1.50
Parsnips, bag	1.00
Parsley, Canadian, doz. bunches	0.15
Peppers, 11-qt. basket	0.40
Potatoes—	
Montreal, new, bag	0.80
Sweet, hamper	1.75
Radishes, doz.	0.15
Rhubarb, hothouse, doz.	0.15
Spinach, Canadian, box	0.50
Turnips, bag	1.00
Tomatoes, Montreal, box	0.75
Pumpkins, doz.	1.00
Squash, doz.	1.00
Vegetable marrow, doz.	0.50
Watercress, Canadian, doz.	0.30

TORONTO

FRUITS.—Since the arrival of cranberries on the market a week ago the price has remained firm and it is not expected that the markets are going to be overloaded, as they were a year ago. Cranberries are selling well at \$9.50 to \$9.50, the choice fruit bringing \$9.50 per barrel.

Plums are getting scarcer than was anticipated and the price is becoming firm.

er. Canadian plums in large baskets are being quoted at 30c to 50c per basket as against 20c to 30c last week.

There is still a heavy supply of peaches, but the quality is perhaps of a lighter nature than has been coming in recently. Prices are firm and the usual grades are quoted at 35c to 60c. Canadian grapes are going to be scarcer this year with the result that prices will be higher. Small baskets are selling for 25c each. The slight frost that occurred in the fruit growing districts will tend to sweeten the grapes and it is said will in no way affect the crop.

Jamaica grape fruit are being offered at \$4.50 per case, and the first shipment is excellent stock.

Apples, new, bbl.	2.50	3.25
Apples, 11-qt. basket	0.15	0.30
Apples, crab	0.20	0.25
Bananas, per bunch	1.25	2.00
Cocoanuts, sack	4.50	5.00
Cantaloupes, Can., 11-qt. basket	0.30	0.40
Cranberries, bbl.	8.50	9.50
Grapefruit—		
Jamaica, case		4.50
Grapes, Tokay, case	2.00	2.50
Can., 6-qt. basket	0.20	0.30
Oranges—		
California Valencias	4.75	5.50
Jamaica, case		3.75
Lemons, new, Verdillie, box	3.50	4.00
Limes, per 100		1.80
Peaches, Can., 11-qt.	0.35	0.60
Peaches, Can., 6-qt.	0.15	0.25
Pears—		
California, Bartlett, box	2.75	3.00
Canadian, 11 qt. basket	0.40	0.75
Plums, Canadian, large basket	0.30	0.50

VEGETABLES.—Brisk demand for all lines of vegetables was a feature during the week. Onions are selling at a firmer price, Spanish onions being quoted at \$3.25 to \$3.50 per case. A few Canadian onions are being offered at 25c to 35c per basket. Corn is being sold at the usual range from 6c to 12c per doz.

There has been a decided increase in business since the cooler weather set in.

Beets, 11 qt. baskets	0.15	0.20
Beets, Canadian, bag	0.70	0.65
Cabbage, new, doz.	5.20	0.40
Carrots, new, bag		0.75
Celery, doz.	0.25	0.40
Corn, doz.	0.00	0.12
Cucumbers—		
Canadian outdoor, basket	0.25	0.35
Egg plant	0.25	0.40
Onions—		
Can., baskets	0.25	0.35
Spanish, case	3.25	3.50
Green peppers, basket	0.25	0.35
Peppers, red	0.35	0.50
Potatoes, Ontario, new, bag	0.75	0.80
Potatoes, N.B., Delawares	0.80	0.85
Parsnips, 11 qt.	0.25	0.30
Parsley, basket, 11-qt.	0.25	0.35
Tomatoes, Canadian 11 qt.	0.30	0.40
Turnips, 11qt. basket	0.20	0.25
Vegetable marrow	0.20	0.30

(Continued on page 37.)

FISH AND OYSTERS

Better Trade in Oysters

Cooler Weather Helping Considerably—Live Lobster Market Strong—Demand for Pickled and Salted Fish Improving—Halibut and Salmon Catch Below Last Year

MONTREAL

FISH AND OYSTERS.—The advent of cooler weather has given a stimulus to the fish business, and particularly to the oyster trade; in fact, most stocks, both of bulk and shelled, have been disposed of so quickly that exhaustion has occurred sooner than expected. The opening up of the season on the public grounds for Malpeque oysters is due this week, and according to reports, good supplies will be available. Trade in general is satisfactory, and prospects are for normal business before long. Prices have been put on stocks of frozen halibut and salmon, and there is not very material difference between these and opening prices of last season. It is to be noted, however, that the whole catch is not so large as last season, and it is the opinion of many experienced dealers that prices will likely go up before long. In the salmon line it is hard to predict how prices will be affected, as up to now for packing purposes more fish of the lower grades has been used than in the past, and this might interfere with grades that are frozen up for this market, and then enhance the price. The demand for pickled and salted fish is improving daily, and stocks and prices are easy. From Newfoundland come reports that pickled turbot is more plentiful than it has been for years. This particular kind of fish is not very well known in this and western markets, but no doubt, large sales could be effected if some samples reached this market, because pickled turbot is a very wholesome, tasty, and substantial food. Sea trout and Labrador salmon are quoted now at prices which look pretty attractive, and until other arrivals are reported, these prices seem to be accepted by dealers. Lobsters are still bringing exorbitant prices. Smoked fish, such as haddies, kippered, bloaters and fillets, are in better demand, with prices steady.

TORONTO

FISH AND OYSTERS.—Since the advent of cooler weather the oyster business has improved wonderfully and the trade report that stocks of oysters that were apparently large two weeks ago are

now considered insufficient. The "solid meats" are selling well at \$1.75 per gal., and "selects" are moving in proportion at \$1.95 per gal.

Lake trout is still a feature and supplies are coming in freely and selling at 12c per lb. Smoked fish are selling a little easier, which can be attributed to the cooler weather, with haddies in big demand. Quotations at 9c per lb. are general for haddies, kippered herrings are firm at \$1.50 per box of 60.

Fresh fish, both lake and sea have received considerable attention from dealers. Halibut is quoted at 12c to 13c per lb. Salmon is quoted a little easier than has been for some time, 16c to 18c, being the price. Business on all other lines is reported fair. The prospects for increased business is all in the favor of the dealer since the cool weather commenced.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., now cured	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.09½-.10
Haddies, fillets, per lb.	.12	.12
Haddies, Niobe, boneless, per lb.	.08½
Herring, Ciscos, per lb.	.16	1.25
St. John bloaters, 100 in box	1.20	1.25
Yamouth bloaters, 60 in box	1.20	1.25
Smoked herrings, medium, box	.16
Smoked boneless herrings, 10-lb. box	1.40
Kippered herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12
Red, Cohoes or silvers, per lb.	.08½-.09	.12
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.09-.09½	.12
Halibut, eastern, chicken, per lb.	.09-.09½	.12
Mackerel, blatter, per lb.	.07½-.08	.12
Haddock, medium and large, lb.	.04½-.05	.06
Market codfish, per lb.	.03½
Steak codfish, per lb.	.05½-.06	.08
Canadian soles, per lb.	.06
Blue fish, per lb.	.15-.16
Smelts	.09	.12
Herrings, per 100 count	2.00	3.00
Round pike	.06-.05½
Grass pike	.08
Swordfish, lb.	.08

DRIED AND PREPARED FISH.

Dried Halibut	6 00	7 60
Dried codfish, medium and small, 100 lbs.	5 50	6 00
Dried hake, medium and large, 100 lbs.	5 50	6 00
Dried pollock, medium and large, 100 lbs.	5 00	5 00
Dressed or skinless codfish, 100 lb. case	7 30	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 12
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	1 75
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, qt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	12 00
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Live lobsters, medium and large, lb.	0 35	0 50
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11½-12½	12 -13
Haddock, fancy, express, lb.	5½-6	6
Mackerel, each	18 -20	12 -18
Steak, cod, fancy express, lb.	5½-6	4
Herrings, Gaspereaux, each	3	3
Flounders	5	9
Salmon, Western	13 -13½	16 -18
Salmon, Eastern	14 -15	16 -18

FRESH LAKE FISH.

	Montreal	Toronto
Carp, lb.	0 09
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 12
Herrings, per 100	3 00	3 00
Lake trout	0 10	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Frogs, medium, lb.	0 25	0 25
Frogs, large, lb.	0 40	0 40
Dore	0 10½-11	0 12

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small (tubees), lb.	.05½-.06	.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	12 00	14 00
Salmon, B.C., bbls.	12 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	3 50
Quebec sardines, half bbls.	3 50
Tongues and sounds, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, imp't'd milkers, hf bbls	8 00
Holland herrings, imp't'd milkers, kegs	0 95	0 85-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	8 00	10 00
Green cod, No. 2, bbl.	6 00	8 50

WINNIPEG

FISH AND POULTRY.— Fresh salmon is 1c per lb. higher; other lines unchanged. There is now some activity in oysters, which are quoted at \$2.50 per American gallon; 3-gallon tins, \$7. In poultry there is no carry-over of stocks; demand is light, and prices steady.

Fish—		
Fresh salmon	0 14
Fresh halibut	0 09
Pickled	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnian haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	0 50
Oysters, gallon	2 50
Oysters, 3 gallon tins	7 00
Poultry—		
Live—		
Fowl	0 11
Roosters	0 09
Chickens	0 16
Turkeys	0 12	0 14
Ducks	0 10
Ducklings	0 12
Geese	0 10



PRODUCE AND PROVISIONS



Butter and Eggs Advancing

Export Enquiry Helping to Force Up Prices—Advance in New Laid Eggs Substantial—Pure Lard Up in Montreal—Hogs Are Higher—Substantial Trade in Cooked and Cured Meats

MONTREAL

PROVISIONS.—Pure lard advanced another half cent this week, due to shortage and big export demand. There is a shortage of hogs in Ontario and the West. Bacon continues fairly scarce, but there are no changes in quotations.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 25	
Peameal	0 25	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 15	
Cooked Meats—		
Hams, boiled, per lb.	0 23	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 25	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	25 00	
Heavy short cut clear	25 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 12½	
Tubs, 50 lbs. net	0 13½	
Boxes, 50 lbs. net	0 12½	
Pails, wood, 20 lbs. gross	0 13	
Pails, tin, 20 lbs. gross	0 13	
Cases, 10 lbs., tins, 60 in case	0 13½	
Cases, 3 and 5 lb. tins, 60 in case	0 14½	
Bricks, 1 lb., each	0 15	
Lard, Compound—		
Tierces, 375 lbs. net	0 09½	
Tubs, 50 lbs. net	0 10½	
Boxes, 50 lbs. net	0 10	
Pails, wood, 20 lbs. net	0 10½	
Pails, tin, 20 lbs. gross	0 10½	
Cases, 10 lb. tins, 60 in case	0 11½	
Cases, 3 and 5 lb. tins, 60 in case	0 11½	
Bricks, 1 lb., each	0 12½	
Hogs—		
Dressed, abattoir killed	13 50	14 00

BUTTER.—Local dealers this week advanced their prices on finest creamery to 32c, an advance of a cent. This follows an advance at country boards, the price at St. Hyacinthe going up 2½c per lb., and at Cowansville 1¼c to 1½c. This strengthening of the market is attributed to the continued good inquiry from England, and to a falling off in receipts.

Butter—		
Finest creamery	0 32	
Dairy prints	0 26	
Dairy, solids	0 24	
Separator prints	0 23	
Bakers	0 21	

CHEESE.—The feeling in this market, if anything, is easier. At some of the boards held in the country prices were higher, and at others were lower. The export demand early last week was quiet, but improved later in the week.

Cheese—		
Old make	0 18	0 18
New make	0 18	0 18
Silton	0 17	0 18

EGGS.—Advances were made this week in new lays to 34c, in selects to 30s, and No. 1's to 27c. In the case of new lays this is an advance in new lays of 6c. Receipts have been falling off of late, and there is a good demand, especially for fresh gathered new stock. Some very poor eggs are said to be coming in.

Eggs, case lots—		
New laid, stamped	0 34	
Selects	0 30	
No. 1's	0 27	
No. 2's	0 19	0 20

POULTRY.—Market is inclined to be quiet, despite the frequency of Jewish holidays. There is a very big demand, however, for heavy fat fowl, selling at 18-20c. Dealers say they cannot get enough of them this week. New turkeys are coming in thin and poor. Plenty of broilers arriving, but the demand is not good.

Poultry—		
Frozen stock—		
Large roast chicken	0 20	0 22
Fowl, small	0 13	0 15
Turkeys, fancy	0 25	
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 19
Roasting chicken, milked, 3-3½ lbs.	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 15	0 15
Turkeys	0 19	0 20
Ducks, old	0 14	
Geese	0 09	0 10
Ducklings, 3 lbs.	0 14	0 15
Broilers	0 15	0 16

HONEY.—There is still a lot of last year's honey left in dealers' hands, much more than usual at this time of the year. There was a big crop last year, and the demand was not up to usual. Some wholesalers have not yet begun to buy this year's crop.

Honey—		
Rye-wheat, tins	0 08	
Strained clover, 60-lb. tins	0 10½	
Strained clover, in 10 lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11½	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

Receipts in Montreal

	Boxes	Boxes	Cases
Week ending Sept. 25, 1915...	9,212	50,566	13,387
Week ending Sept. 26, 1914...	19,893	44,166	4,388

TORONTO

PROVISIONS.—Heavy buying still continues on pork products at rather firm prices. The price of hogs is increasing and "dressed" are now quoted at 13.50 per cwt., and live hogs at 9.85

off the cars. Smoked meats are steady.

Breakfast bacon and hams are the good sellers. A movement of barrel pork is now noticeable. The winter logging camps calling for their supplies is given as a reason. Prices on all lines continue firm.

Hams—		
Light, per lb.	0 18	0 18½
Medina, per lb.	0 18	0 19
Large, per lb.	0 14½	0 15

Backs—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 27
Pea meal, per lb.	0 25	0 27

Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		

Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14

Cooked Meats—		
Hams, boiled, per lb.	0 25	0 25
Hams, roast, per lb.	0 25	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25

Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	25 00
Short cut, per bbl.	25 00	27 00

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11½
Tubs, 60 lbs.	0 11½	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12	0 12½
Bricks, 1 lb., per lb.	0 12½	0 13½

Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 10½	0 11
Pails, 20 lbs., per lb.	0 10½	0 11

Hogs—		
Dressed, per cwt.	9 85	
Live, per cwt. off cars	13 50	

BUTTER.—Creamery prints are quoted at 31c per lb. again this week. The price evidently has come to stay as the quotations given on the local markets are all firm at those figures. Choice dairy prints are up 1c per lb. and are now quoted at 27c.

The demand for cheaper grades of butter is falling off to some extent and some local dealers are not quoting prices at all on cheap grades. Business continues fairly brisk at the prices quoted here.

Butter—		
Creamery prints, fresh made	0 30	0 31
Dairy prints, choice, lb.	0 26	0 27
Dairy solids, lb.	0 21	0 23
Bakers	0 22	0 23

CHEESE.—Since the advance in cheese which was reported last week, there has been no further change but there is a possibility that further increases may take place in the near future.

The advance of a week ago of three-quarters of a cent per lb., which placed new large cheese at 15¾c is holding firm, and it is not expected that there will be any downward movement here.

The British Government has been buying heavily. Future prices will depend largely on oversea demands.

Cheese—		
New, large, per lb.	0 15½	0 15¾
New, twins, per lb.	0 15¾	0 16

EGGS.—Strictly fresh eggs (in cartons) are quoted at 32c per doz., an increase in the price of 1c per doz. over the price quoted in last week's issue. Eggs are getting scarce, the strictly new lays being quite short. Storage eggs will soon be the only available supplies as strictly new lays are scarce and are being quoted at high prices in some quarters.

Eggs—		
Specials (in cartons), doz.	0 28	0 32
No. 1s (straight new lays), doz.	0 27	0 28
No. 2	0 26	0 22
Cracked	0 20	0 21

POULTRY.—Poultry of all kinds were in better demand during the past week. There has been some improvement in demand for broilers while old fowl are not selling quite so well.

Ducklings at 17c to 18c are in fair demand.

Poultry—	Live.	Dressed.
Old fowl, pound	0 12—0 00	0 14—0 16
Spring broilers	0 16—0 17	0 20—0 21
Old turkeys	0 13—0 15	0 21—0 23
Ducklings	0 11—0 12	0 17—0 18

HONEY.—Better demand for honey from the city stores is reported among the dealers. The prices remain unchanged, and are quoted as firm at the following figures:—

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.—

Another advance of ½c per lb. on lard in bulk is announced, with corresponding advance in tins of different sizes. Creamery butter is 1c up, and eggs are firm at 20c to 22c straight receipts. Guaranteed fresh eggs are already commanding a high price. Cheese is firm.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	

Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13

Dry Salt Meats—		
Long clear bacon, light	0 12	

Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—		
Heavy pork, per bbl.	23 00	

Lard—		
Tierces	0 13	
Pails	2 72	
Cases, 5s	8 32	
Cases, 3s	8 40	

BUTTER.—

Creamery	0 27	0 28
Best dairy	0 16	0 13
Cooking	0 12	0 15

EGGS.—

Eggs—		
New laid	0 20	0 22

CHEESE.—

Cheese—		
New, large	0 16	
New, twins	0 16½	
Manitoba	0 13¾	

FRUIT AND VEGETABLES

(Continued from page 36.)

WINNIPEG

FRUITS AND VEGETABLES.—

Apples, grapes, peaches and plums are plentiful and in fair demand. Most lines of vegetables are steady to a little cheaper. Car lots of potatoes are offered at 40c per bushel, but it is early in the season to lay in supplies. Potatoes are expected to go high before spring.

Fresh Fruits—		
Ontario apples, bbls.	4 50	5 30
Ontario grapes, per basket	0 30	0 30
Ontario pears, per basket	0 40	0 60
Tokay grapes, case	2 25	2 25
Valencia oranges, case	5 75	6 50
California lemons	5 00	5 50
Cucumbers, dozen	1 00	1 00
Peaches, case	0 90	1 50
Plums, case	0 90	1 50
Tomatoes, 4 in case	0 50	0 50
Bananas, bunches	2 50	3 50

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 08½	
Mint, per dozen	0 20	
Radishes, per dozen	0 10	
Onions, per dozen	0 10	
Cabbage, per lb.	0 06½	
Parsley, dozen	0 15	
Peppers, per basket	0 75	
Mushrooms	0 25	
Carrots, per pound	0 01	
Head lettuce, dozen	0 30	
Cucumbers, per dozen	0 75	
Rhubarb, per lb.	0 01½	
Califlower, per dozen	1 00	
Garlic, lb.	0 40	
New potatoes, bushel	0 45	
New peas, lb.	0 13	
New turnips, bushel	0 45	

OBJECT TO STREET PEDDLERS

Charges were made at a meeting of the Grocers' Section, Montreal Branch of the Retail Merchants' Association of Canada, held on Thursday, Sept. 23, that the mayor and other civic officials were tolerating a breach of city by-law in permitting peddlers to sell their wares after seven o'clock at night, and crying them out in the city streets. The grocers complained that the first infringement was specially hard on them, as the civic by-laws compelled them to close their shops at 7 p.m. on Wednesday and Thursday evenings.

At the suggestion of the president, P. Filion, it was decided that an effort should be made to put a stop to these infractions of the by-law by having an employee of the association make cases, and a resolution to this effect was passed.

Mr. Filion said that he, accompanied by another member, has visited Controller McDonald, who has charge of the police department, and the carrying out of the by-laws, and that the Controller had told them that he was not prepared to go into the matter of enforcing this by-law.

The trouble was also, he said, that certain aldermen were always ready to protect the peddlers. In regard to making cases against the peddlers by an employee of the association, it was pointed out by a speaker that the first peddler arrested might be able to plead in court that while he had been disobeying the by-law, this had been tolerated. This plea would probably secure him suspended sentence, but there was no doubt that

the next case would be punished, as the by-law was very clear.

On the following day, the mayor of Montreal addressed a letter to the Retail Merchants' Association denying that there had been any toleration, and alleging that the above statements had been made malevolently, and with the purpose of discrediting him. His Worship stated that three weeks before the meeting was held, he had received complaints that the by-law was being contravened, and gave the chief of police orders to have the by-law enforced.

STORAGE TARIFF AT LAKE HEAD

The Winnipeg office of the Canadian Manufacturers' Association has received notice from the C. P. R., the C. N. R. and Transcontinental Railways that beginning on October 1 a special tariff will be effective for storage of westbound lake shipments at Port Arthur, Fort William and Westfort, Ont. Hereafter storage between the dates April 15 and November 30 will be charged for at the rate of 35 cents per ton per month or fraction thereof, including fire insurance. From December 1 to April 14 the charge will be 30 cents per ton per month or fraction thereof.

Previously the rate for such storage was 20 cents. The railways claim that a limited amount of storage can be provided for westbound lake freight at the head of the lakes. The new regulations also provide that arrangements must be made with the railway company prior to the arrival of the freight at these ports, otherwise, it is claimed, great inconvenience might be experienced owing to the fact that storage may not be available.

Storage charges must be consigned with freight charges prepaid to the lake port for furtherance. It is also provided that the minimum storage charges will be 10 cents for each outward shipment. No orders involving transfer of ownership while goods are in store will be accepted.

A READER FOR TWENTY YEARS

Canadian Grocer.

Dear Sirs,—Enclosed is \$2 in payment of my subscription to August, 1916, I have been a reader of Canadian Grocer for 20 years and although I have been out of the retail business for the past four years would not think of cancelling my subscription to your valuable paper. Every retail grocer should subscribe to your paper. Wishing you continued success.

Yours very truly
R. J. DONAGHY.

111 Dominion Bank Bldg.
London, Ontario.



FLOUR AND CEREALS



Flour Market Continues Quiet

Trade Apparently Waiting to See What Next Move Will Be — Montreal Dealers Inclined Towards a Decline—Rolled Oats Easier—Feeds Lower Than Recent Quotations

MONTREAL

FLOUR.—Dealers think that if we are going to see lower prices in Ontarios, the change will be seen by next Monday. Farmers in Ontario are guided to a great extent by the Chicago and Winnipeg markets, but occasionally they take the situation in their own hands. At present it looks as if the farmers are studying the situation, and will come to a decision before long. The Chicago market opened with a 3c drop on Monday, and although it recovered partly, the market has every appearance of easing off. There is little export, and with the scarcity of bottoms, an easier market would not surprise anybody. Ontario millers are candid about their sprouted wheat flour, offering to dealers as such. Grocers, however, can do very little with it. While big millers here state that the market is firmer, the feeling persists that another decline in Manitobas is not far distant. This seems to be indicated by the disparity between prices here, and the price that flour can be bought for in the West. There is room for a drop, and dealers think it may begin with a small decline.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	5 85
Second patents	5 35
Strong bakers	6 15
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car lots. Small lots.
Fancy patents	5 45 5 70
90 per cent. in wood	4 80 5 00
90 per cent. in bags	2 10 2 25

CEREALS.—Wholesalers are getting from 2.50 to 2.60 per bag for rolled oats, and 3.90 to 4.00 per case for packages. The demand is only fair, but is expected to improve much with the arrival of cold weather. Dealers have been holding off for several weeks, fearing that prices would likely drop again. The above low prices for package oats come into effect first of the month.

Cornmeal—	Per 96-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	2 50
25 bags or more	2 40
Packages, case	3 00
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 80
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 60
Rye flour, bag	3 25
Barley, pot	3 60

FEEDS.—There has been considerable easing off lately in mixed chops, crushed oats, chop oats, barley chop, and feed oats. Large declines in bran and shorts have occurred. Large millers are now quoting these at \$23 and \$25 respectively. Sales are made at lower figures for other lines. Bran is being offered at \$23 for Manitoba stuff, and even lower. If the demand for flour does not improve, it is difficult to see how the quantity of feeds can be larger. Sprouted chopped wheat is being offered to dealers for feeds, but the price is too high.

Mill Feeds—	Per ton
Bran	23 00
Shorts	25 00
Middlings	30 00
Wheat moulee	29 00
Feed flour, bag	1 87½
Mixed chops, ton	29 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	30 00
Barley chop, ton	28 00
Feed oats, cleaned, Manitoba, bush.	0 50
Feed wheat, bag	1 50

TORONTO

FLOUR.—The local markets are practically unchanged from those of a week ago, and the situation is again reported as uncertain. The volume of business passing is only sufficient to supply immediate needs, as the trade is anxious to know what direction the markets are inclined before stocking very heavily. There are no price changes to report, but it is expected that a slight change may be made at an early date. The following prices are quoted generally on the local markets:

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	4 90	4 70
90 per cent.	4 80	4 60
Straight roller	4 80	4 60
Blended flour	5 00	4 80

CEREALS. The cereal business shows a slight improvement since the colder weather set in. Oatmeal is moving a little easier, and all other cereals are showing signs of improvement.

The following prices are ruling on the Toronto markets:—

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15
Corn flour, 98 lbs.	2 65
Commeal, yellow, 98 lbs.	2 25

Graham flour, 98 lbs.	3 00
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 60
Oatmeal, granulated, 98 lbs.	3 50
Peas, Canadian, boiling, bush.	2 45
Peas, split, 98 lbs.	5 30
Rolled oats, 90-lb. bags	2 70
Rolled wheat, 100-lb. bbl.	3 10
Rye flour, 98 lbs.	2 80
Whole wheat flour, 98 lbs.	3 00
Wheatlets, 98 lbs.	3 50

MILL FEEDS.—Feed flour shows a weaker tendency than that of a week ago. There has been a slight decline of 10c per bag on the local markets.

The feed market is easy, but dealers see a firmer tendency. Prices quoted on the local markets are as follows:

Mill Feeds—	Mixed cars, per ton
Bran	24 00
Shorts	27 00
Middlings	30 00
Wheat moulee	31 00
Feed flour, per bag	1 60
Oats—	
No. 3, Ontario, outside points	0 55
No. 3, C.W., bay ports	0 67

WINNIPEG

FLOUR AND CEREALS.—Flour trade is still dull and of a hand-to-mouth character. Bran and shorts are \$2 per ton lower. From the aspect of the wheat market, flour should go a little lower, and those who judge the right time to stock up will do well.

Flour—	
Best patents, per sack 98 lbs.	2 90
Bakers, per sack 98 lbs.	2 65
First clears	2 20
Second clears	1 75
Rolled oats, 80 lbs.	2 40

A salesman had taken a large order in the north of Scotland for a consignment of hardware, and endeavored to press upon the canny Scottish manager who had given the order a box of Havana cigars.

"Naw," he replied. "Don't try to bribe a man. I couldna tak' them—and I a member of the kirk."

"But will you accept them as a present?"

"I couldna," said the Scot.

"Well, then," said the traveller, "suppose I sell you the cigars for a nominal sum—say sixpence?"

"Weel, in that case," replied the Scot, "since you press me, and no' liking to refuse an offer weel meant; I think I'll tak' twa boxes."—New York Mail.

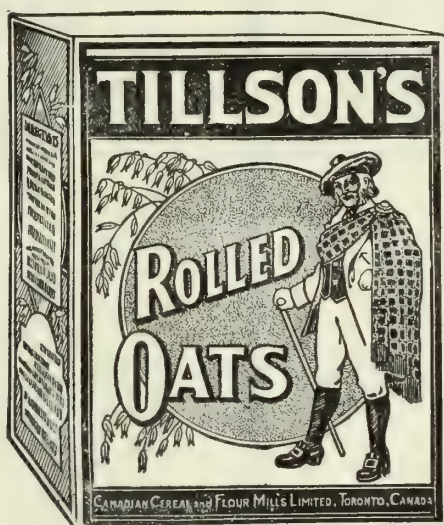
FALL ADVERTISING CAMPAIGN

We are going to help you this fall on a larger scale than ever. We are now about to use bill boards, painted bulletins, as well as papers.

Tillson's Rolled Oats Tillson's "Scotch" Health Bran Tillson's "Scotch" Fine Cut Oatmeal

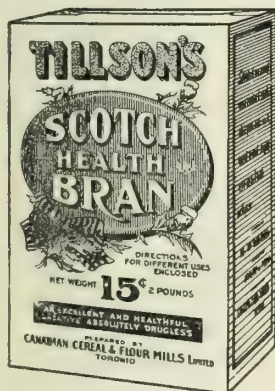
WILL BE IN GREATER DEMAND THAN EVER

ORDER
THROUGH
YOUR
JOBBER



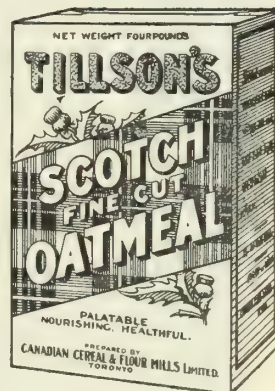
QUALITY
IN
EVERY
PACKAGE

A FOOD—NOT A FAD



A HEALTH FOOD

WE ARE LARGE EXPORTERS
AND SOLICIT YOUR PAT-
RONAGE. WIRE OR CABLE
"CANCEREAL," TORONTO



A DELICIOUS PORRIDGE

Canadian Cereal and Flour Mills Co., Limited, Toronto



You will like this
kind of
bread



because it is made with
this kind of raisins

The Essence of Co-operation

When a man asks you to co-operate with him it usually means that he wants you to do something for him—in return for which he will *promise* to do something for you. In other words, most offers of co-operation are bogus.

This one is not. We have *already* done big things for you and we have *contracted* to do many more big things.

You have seen the first page of our national advertising campaign in The Saturday Evening Post and The Ladies' Home Journal. These pages should be to you an *earnest* of our intention to create for you the biggest demand for raisins and raisin bread that you ever experienced. And these pages will be followed by continuous, sustained advertising which will *prove* our intention.

Get This Right

But let us not be misunderstood. We do not claim to be business philanthropists. Our ultimate aim is to help ourselves by selling a great many more raisins than we have ever sold before.

When we co-operate with you we do it for our own sake—not for yours—but it is a fact that our co-operation helps you.

Also—when you co-operate with us you do it for your own sake—not for ours—but it is a fact that your co-operation helps us.

This is the very essence of co-operation—some people call it “enlightened selfishness”—*help yourself by helping the other fellow.*

You Will Get Your Share

of the new business which we are creating for raisins and raisin bread if you become identified in your neighborhood as the dealer who sells *California Raisin Bread* and Sun-Maid package raisins.

Send us the coupon at once so that you begin to make *extra profits* at once.

CALIFORNIA ASSOCIATED RAISIN CO.

Home Office, Fresno, California

Hearst Building, Chicago 133 Hudson Street, New York

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (73)

Name

Street

City State

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

ROYAL BAKING POWDER.

Size.	Less than 10 case lots	Bbl. lots or 10 cases and over
Dime	Per doz. \$.95	Per doz. \$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

	Per doz.
Aylmer Pure Jams, 16 oz. Jars	
Strawberry, 1914 pack.....	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry..	2 10
Plum jam	1 85
Green Gage plum stoneless.	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

	5 lbs.	7 lbs.
Aylmer Pure Preserves—Bulk		
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85
Aylmer 14's and 30's per lb.		

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb.....\$0 17
In 10-lb. lots or case 0 16

COUPON BOOKS—ALLISON'S.
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$1, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

	Per case
Biscuit Flour (Self-rising)	
2 doz. to case, weight 70 lbs.	\$3 06
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 50
Perfection, ½-lb. tins, doz..	2 40
Perfection, ¼-lb. tins, doz..	1 25
Perfection, 10c size, doz....	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.....	0 21
Soluble bulk, No. 2, lb.....	0 19
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz....	1 86
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.....	1 00

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes....	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

ROYAL BAKING POWDER

Absolutely Pure

Royal Baking Powder is made of pure Cream of Tartar, and is the highest grade of baking powder that can be made. Its quality and purity are established all over the world. That is the reason it is the easiest to sell and every grocer should always carry a full stock.

**Fully
Guaranteed**



You can push the sale of ROYAL BAKING POWDER with **confidence** as well as **profit**, because you know it will please your customers and make more and surer profit for you than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



Don't take chances on the Security of your Goods



Insecurely sealed goods very frequently mean a big loss to the dealer through deterioration of contents, spilling, etc. The public, too, are reluctant to take a chance on buying badly sealed preserves.

Goods sealed with Anchor Caps retain their original rich flavor and palatable goodness and can be relied upon to give the buyer that satisfaction which in-



variably means repeat orders for the dealer.

The buying public show a strong preference for goods with Anchor Caps. Why take chances then on selling them goods sealed in such a way as to leave doubt regarding the contents?

Your wholesaler can supply you. Get in touch with him to-day and insist on Anchor Caps in the goods you handle.



Anchor Cap & Closure Corporation of Canada
Sudbury Street West, Foot of Dovercourt Road, TORONTO, CAN.



When a Woman Picks Up a Broom

one of the first things she does is look to see if the handle is smooth. The perfection and attractiveness of the handle of the

"NUGGET" BROOM

are big aids to a dealer in selling to the woman who comes into his store for a broom.

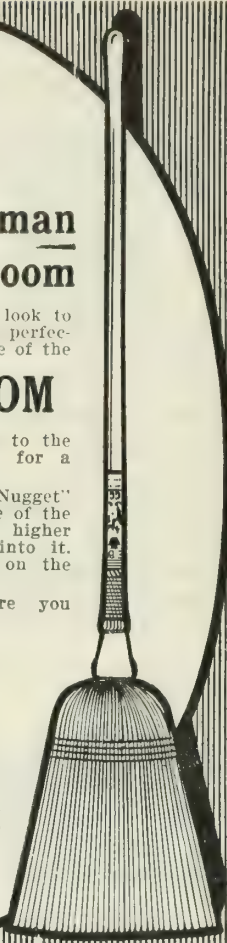
The woman who handles a "Nugget" broom will buy it. It is light, made of the best grade corn, and shows the higher grade workmanship that we put into it. It easily is the best light broom on the market.

Investigate the "Nugget" before you stock more brooms.

For prices, etc., write

**Stevens-Hepner Co.
Limited
Port Elgin, Ont.**

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



COIN PURSES

(Our new penny piece)

NIGHT STICKS WHISTLES FLEXIBLE STICKS CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

**National Licorice Company
MONTREAL**

Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate li- quors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD. East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small" each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.

MELAGAMA COFFEE.

Ret.	Whol.
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)

M. Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 25
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	16 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE. Special Delivered Price for Canada.

Per doz	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10.	7 50
Gallons, each, retail each \$18.	14 50

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lambs' Tongues, 1/2s, \$1.90.	
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.	

OVAL Apple

Picking
Baskets

Half bush. and $\frac{3}{4}$ bush.

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Cranberries
Sweet Potatoes
Tokay Grapes
California Pears
Western
Boxed Apples

Oysters, Haddies, Kippers,
Digby Herrings, Fillets.
Fresh Halibut, Trout, etc.

White & Co., Limited
Wholesale Fruit and Fish
TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

**Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.**

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue, Toronto

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.
OWEN SOUND, ONT.

Full Swell Pack
Perfectly Graded
Fruit under:—

**"Aurora"
"Mars"
"AI"
"Sapho"
"Jupiter"**

It will pay you
to handle these
brands of Oranges

J. J. McCabe
Agent
TORONTO



Flaked Wheat

—THAT'S DIFFERENT
—THAT'S GUARANTEED

WHITE SWAN is the highest priced Flaked Wheat on the market—and the cheapest. It costs more—worth it.

To the ordinary man **wheat** is just **wheat**, but if you stop to think, there is a vast difference between the kind of wheat you buy in the open market, in carlot quantities, and the kind that we buy for milling purposes. We use nothing but the very choicest Ontario white winter wheat, and not only every load but every bag is carefully examined by our miller before it is taken into stock. This is thoroughly cleaned and pan-dried before it is passed on to the Flakers.

Each barrel has a lining, so that the Flaked Wheat does not come in contact with anything from the time it leaves the Flakers until it is sold to the customer. The result is the highest grade Flaked Wheat on the market with absolutely no waste.

Every barrel is guaranteed against moths, worms, weevil and sourness for a period of six months.

There is a big difference in wheat—it is our business to know the difference—and that is why WHITE SWAN Flaked Wheat is different.

We know our goods and want none but satisfied customers.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Sliced Smoked Beef, glass, ¼s, \$1.25; ½'s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, ½s, \$1.20.

Ham and Veal, ½s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, ¼s, \$1.25.
Ox Tongues, tins, ½s, \$2.40; 1s, \$5.00; 1½s, \$8; 2s, \$10.

Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.

Mincemeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.

In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.

In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.

Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.

50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.

Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.

1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.

Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Individuals 50c doz.

Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Individuals 50c doz.

Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.

Individuals 50c doz.

Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.

Individuals 50c doz.

Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.

Individuals 50c doz.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

Spaghetti with Tomato and Cheese, 1s, \$1.30 a doz.

Fluid Beef Cordials, 20 oz. btl., \$10 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 btl., litre.

cs. 5 50

Neptune 7 06

San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 50 btl., cs. 8 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btl., cs. \$0 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15

Ginger Ale, Trayders, cs. 6 doz., splits, doz. 0 95

Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05

Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95

BLACK TEAS.

Victoria Blend, 50 and 30-lb. tins, lb. 0 38

Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS.

H. L., ch., 90 lbs., lb. 0 35

Victoria, ch. 90 lbs., lb. 0 30

COFFEES.

Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½

Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32

Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.

Miller of Milwaukee, cs. 2 doz., cs. 4 25

Miller of Milwaukee, brl. 8 doz., brl. 16 20

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Pierces 0 10½

Tubs, 60 lbs. 0 10½

Pails, 20 lbs. 0 10½

Tins, 20 lbs. 0 10½

Cases, 5 lbs., 12 to case .. 0 11½

Cases, 3 lbs., 20 to case .. 0 11½

Cases, 10 lbs., 6 to case .. 0 11

F.o.b. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins

D. S. F., ¼-lb. \$ 1 60

D. S. F., ½-lb. 2 90

D. S. F., 1-lb. 5 70

F. D., ¼-lb. 0 95

Per Jar

Durham, 4-lb. jar 0 98

Durham, 1-lb. jar 0 31

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price.

SPICES.

WHITE SWAN SPICES AND CEREALS, TORONTO.

Dredge

Canister 4oz. Round Pkgs.

Allspice \$0.90 \$0.90

Arrowroot, 4 oz. tins, 85c. 0.90 0.90

Cayenne 0.90 0.90

Celery Salt

Celery Pepper

Cinnamon 0.90 0.90

Cinnamon, 1 oz. Fag-ots, 45c.

Cloves 0.90 0.90

Curry Powder

Mace

Nutmegs 0.90 ..

Whole, 5c. Pkgs., 45c.

Paprika 0.90 ..

Pepper, Black 0.90 0.90

Pepper, White 1.10 1.10

Pastry Spice 0.90 0.90

Pickling Spice (Win- dow front) 0.75

Dozens to case 4 4

Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE.

Single cases, 4 doz. \$ 3 50

5 case lots, 4 doz. 3 35

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS AND

BRANTFORD BRANDS.

Laundry Starches—

Boxes. Cents

40 lbs., Canada Laundry .. .06½

40 lbs., boxes Canada white gloss, 1 lb. pkg.06½

48 lbs. No. 1 white or blue, 4 lb. cartons07½

48 lbs. No. 1 white or blue, 3 lb. cartons07½

100 lbs., kegs, No. 1 white .. .06½

200 lbs., bbls., No. 1 white .. .06½

30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07½

48 lbs. silver gloss, in 6-lb. tin canisters08½

36 lbs., silver gloss, 6-lb. draw lid boxes08½

100 lbs., kegs, silver gloss, large crystals07½

28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½

40 lbs., Benson's Enamel (cold water), per case ... 3 00

20 lbs., Benson's Enamel (cold water), per case ... 1 50

Celluloid—boxes containing 45 cartons, per case 3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07½

40 lbs. Canada pure corn starch06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs.06

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.06½

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.07½

Barrels, 200 lbs.06½

Kegs, 100 lbs.06½

Lilly White Gloss—

1-lb. fancy carton cases 30 lbs.07½

lbs.08

8 in case08

In buying **KETCHUP**

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited
ST. CATHARINES

OYSTERS

Do you expect to handle oysters this season? There is no better line to carry than GOOD OYSTERS.

We will again sell H. C. Rowe & Co.'s QUALITY brand oysters. If you sell this brand your trade will grow.

Let us have a trial order. We want a chance to demonstrate. We believe a trial order from you will guarantee us your business permanently. This is what we want.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
ESTABLISHED 1861
GUELPH and NORTH BAY



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll

Ontario

ST. MARC COFFEE

Gives all users entire satisfaction.

AUGUSTIN COMTE & CO., LTD.

725 Notre Dame E.

Montreal

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—HONEY, CHOICEST WHITE, in handsome pails, Bradfield, Dunnville, Ontario.

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE BUSINESS—one of the oldest established general store businesses in Eastern Ontario. Established fifty years. Best location in city for large city and farm trade. Turnover \$35,000 to \$40,000 a year, exclusively retail. Stock may be reduced to suit purchaser. Good reasons for selling. City Grocer, Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE AT KINBURN, thirty miles west of Ottawa. Best store building, and business, in the Ottawa Valley. Turnover \$60,000. Apply to D. B. Eastman, Kinburn, Ont.

WANTED

WANTED — INFORMATION REGARDING good grocery for sale. R. G. List, Minneapolis, Minn.

WE ARE OPEN FOR A GOOD AGENCY IN food-stuff line, calling on wholesale and retail trade in Maritime Provinces. W. P. Mailman, Commission Agent, 5 William St., Hantsport, N.S. Sept. 24. Oct. 1, '15.

WANTED BY AN OLD-ESTABLISHED packing house, a representative between Toronto, Ottawa and Montreal, and west of Toronto, north of Stratford to Owen Sound, on commission basis. Write Box 174, Canadian Grocer, Toronto.

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

SITUATION WANTED

YOUNG MAN WITH FIVE YEARS' EXPERIENCE in general store business, desires a position in a General Store. Permanent job desired; can furnish references. H. W. Bessey, South River, Box 167 (1-S)

EGG FILLERS

Our capacity is three times the total filler requirements of Canada

PR. MPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

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Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

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TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"TRAVELLER" WITH A FIRST-CLASS connection with grocers, confectioners, druggists and general stores in Province of Nova Scotia, is open for gold lines on a commission basis. Best of references furnished if desired. Box 390, Liverpool, Nova Scotia. (1-S)

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers with no risks to himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited

Established 1780

Montreal, P.Q.

Dorchester, Mass.

FOR SALE

Fancy Creamery Butter, Selected Eggs, Fancy Dressed Poultry. Grocer Orders our Specialty.

Mann, Laurie & Co.

Phone 1577.

London, Ont.

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THIS PAPER WHEN
WRITING ADVERTISERS

MAPLE



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Our complete list will be found on this page. Preserve for future use. Trade supplied through jobbers only; shipped prepaid to all points in Canada east of Sault Ste. Marie. We are installed in new 4-storey steel and concrete factory. Equipment, prices and service unequalled on the continent. We are at your disposal.

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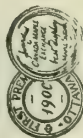
PARIS

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OTTAWA

SHERBROOKE



Small's Maple Cream Chocolates bid fair to become world famous.—"Ottawa Evening Journal."

Small's Maple Confections

MAPLE CHOCOLATE CREAM

40—Cream Bars in Carton	16	21.80	22.40	110
2 Doz. 5c box in carton	16	12.90	13.40	80
1 Doz. 10c.	"	16	15.00	80
1 Doz. 25c.	"	16	16.90	17.40
1 Doz. 50c.	"	16	16.90	17.40
1 Doz. \$1.00	"	16	21.25	21.75
1 Doz. \$1.50	"	16	21.25	21.75
1 Doz. \$2.00	"	16	16.00	16.50

Small's Maple Butter Taffy

2 Doz. 5c. box in carton	16	12.90	13.40	80
1 Doz. 10c.	"	16	15.00	15.50
1 Doz. 25c.	"	16	16.90	17.40
1 Doz. 50c.	"	16	21.25	21.75
1 Doz. \$1.00	"	16	16.00	16.50

Small's Maple Butter Puffs

1 Doz. 5c. box in carton	16	6.30	6.70	70
1 Doz. 10c.	"	16	7.35	7.75
1 Doz. 25c.	"	16	8.30	8.70
1 Doz. \$1.00	"	16	10.60	11.00

Small's Maple Corn Puffs

1 Doz. 5c. box in carton	16	3.10	3.35	55
1 Doz. 10c.	"	16	2.10	2.35
1 Doz. 25c.	"	16	2.65	2.90
1 Doz. \$1.00	"	16	2.50	2.75

Small's Maple Chocolates (Assorted)

2 Doz. 5c. box in carton	16	13.00	13.40	80
1 Doz. 10c.	"	16	15.10	15.50
1 Doz. 25c.	"	16	17.00	17.40
1 Doz. 50c.	"	16	21.35	21.75
1 Doz. \$1.00	"	16	16.10	16.50

Small's Bordeaux Chocolates

1 Doz. 5 lb. box in carton	16	20.90	21.50	110
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Small's Lily-White Chocolates

1 Doz. 5 lb. box in carton	16	15.40	16.00	110
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Small's Chocolate Burnt Almonds

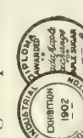
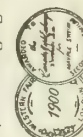
1 Doz. 5 lb. box in carton	16	31.00	31.50	110
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Small's Maple Chocolates and Specialties are unique in that they are in a distinct class, they are delicious and of high standard of workmanship. Small's Lily White Chocolates are also No. 1 high grade hand dipped cream, and hard centres, coated with pure chocolate, guaranteed to withstand 95 degrees of heat. In 16 varieties as follows:

Mint Strawberry Peach Molasses Chips
Orange Cherry Raspberry Cocoa Balls
Vanilla Wintergreen Coffee
Pineapple Pears Rose
Old Fashion

No coloring used.

NOTICE: All cartons under No. 53 to 86 are of same size therefore may be assorted in case. 16 to case.



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OTTAWA

We had some of your Maple Sugar when in Toronto, we thought it fine.—Wm. Ranch, M.D., Secretary Board of Medical Examiners, Johnstown, Pa., U.S.A.

Pure Maple Sugar (Tested and Marked)

29 72—5c. Patties in case	2.40	2.50	22
30 90—5c. Blocks in case	3.00	3.15	25
31 48—10c. Blocks in case	3.35	3.50	30
32 5—5 lb. Blocks in case	3.50	4.65	30
33 50—5 lb. Blocks in bbl.	3.65	35.00	275

Powdered Maple Sugar "Granulo"

12—Tins 16 oz.	2.30	2.40	20
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Maple Butter "Creamo"

24—Tins 16 oz.	4.10	4.30	35
24—Tins 16 oz. Sugar Butter	3.20	3.40	35

Small's Pure Bee Honey

24—1 lb. Jars White Clover	5.25	5.50	50
24—3/4 lb.	4.50	4.70	40

Small's Pure Barbadoes Molasses

24—1/4 s Glass 16 oz.	2.45	2.70	57
24—1/4 s Glass 32 oz.	2.20	2.40	53
2—24 s Gal. Tins 65 lbs.	4.00	4.40	72

"Cook's Friend" Cooking

24—1/4 s Tins 20 oz.	1.70	1.90	40
24—1/4 s Tins 40 oz.	2.55	2.95	75
24—1/4 s Tins 80 oz.	2.50	2.90	75
6—1 s Tins 10 lbs.	2.40	2.80	72
2—24 s Gal. Tins 65 lbs.	2.70	3.10	72

Cream Hearts and Buttons

9 lbs. in cartons 2 cartons	2.35	2.50	23
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Pulled Taffy "Smacks"

1/2 doz. 3 lb. box in cartons	5.50	5.70	75
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16 in case

40—NUT BARS in Carton 16 21.81 22.40 110

All SMALL'S Syrup is packed in hermetically sealed bottles and sanitary screw top tins. CANADA'S BEST is made from choice mild flavor sample gathered from all parts of Quebec, and at some expense is analytically tested prior to packing, each tin and bottle is sealed with Government form of warranty. SELECTED while untested, is made from rich samples of sugar, and we recommend it as giving exceptional satisfaction to those who demand a pronounced rich sample. STANDARD is all the name signifies and without exception has given universal satisfaction for years. SWEET HOME is a sweet heavy syrup appreciated by certain trade. All brands are labelled in conformity to the Pure Food Laws of Canada, including Act No. 99 going into effect January 1st, 1915. SMALL'S PURE Maple Syrup is made from choice rich grade of Quebec Maple, analytically tested before moulding, warranty is imprinted on the bottom of each cake, 2 cartons in case. CHILD'S FRIEND is a fancy molasses and meets a long felt household want. COOK'S FRIEND is high grade cooking.

Your Syrup is superior to anything I have seen on the market. H. Mockford, Charlmond Road, London, Eng.

SMALL'S PURE MAPLE & TABLE SYRUPS

CANADA'S BEST PURE MAPLE SYRUP

Case No.	Trade Price	Our Factory	Shipping Weights
1 24—1/4 s Glass 16 oz.	3.60	3.90	57
2 12—1/4 s Glass 32 oz.	3.10	3.35	53
3 24—1/4 s Tins 20 oz.	3.80	4.05	40
4 24—1/4 s Tins 40 oz.	7.35	7.75	75
5 12—1/4 s Tins 80 oz.	7.30	7.70	75
6 6—1 s Tins 10 lbs.	6.85	7.25	72
7 2—24 s Tins 65 lbs.	6.50	6.90	72

SELECTED

Marked Pure Sugar Syrup

8 24—1/4 s Glass 16 oz.	3.10	3.35	57
9 12—1/4 s Glass 32 oz.	2.55	2.80	53
10 24—1/4 s Tins 20 oz.	3.20	3.45	40
11 24—1/4 s Tins 40 oz.	5.90	6.30	75
12 12—1/4 s Tins 80 oz.	5.80	6.20	75
13 6—1 s Tins 10 lbs.	5.50	5.90	72
14 2—24 s Tins 65 lbs.	5.30	5.70	72

STANDARD

Marked Pure Table Syrup

15 24—1/4 s Glass 16 oz.	2.60	2.85	57
16 12—1/4 s Glass 32 oz.	2.15	2.40	53
17 24—1/4 s Tins 20 oz.	2.70	2.95	40
18 24—1/4 s Tins 40 oz.	4.40	4.80	75
19 12—1/4 s Tins 80 oz.	4.90	5.30	75
20 6—1 s Tins 10 lbs.	4.70	5.10	72
21 2—24 s Tins 65 lbs.	4.70	5.10	72

SWEET HOME BRAND

Marked Pure Table Syrup

22 24—1/4 s Glass 16 oz.	2.25	2.50	57
23 12—1/4 s Glass 32 oz.	1.90	2.15	53
24 24—1/4 s Tins 20 oz.	2.55	2.80	40
25 24—1/4 s Tins 40 oz.	4.35	4.70	75
26 12—1/4 s Tins 80 oz.	4.30	4.70	75
27 6—1 s Tins 10 lbs.	4.00	4.40	72
28 2—24 s Tins 65 lbs.	4.05	4.45	72

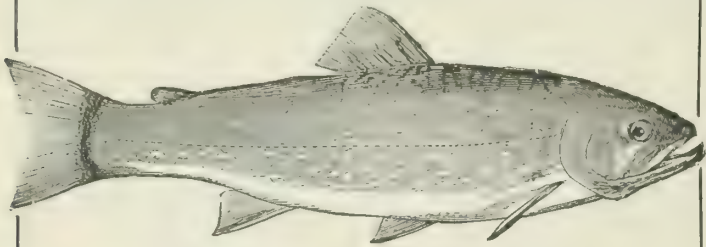
NOTICE—All goods on List 28 are shipped in strong wood cases, our responsibility ceases on receipt from carriers.

Met 1 strapped for exporting 5c. per case extra

Jobbers supplied from factory, also through our brokers: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge and Vancouver; T. N. Duhe & Son, N.Y., and Manchester, Eng.; Arkell & Douglas, Inc., N.Y., and Johannesburg, S.A. Nos. 1 to 7 and from 29 to 33 are cancelled until new crop, March 15, 1915.

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*Caught in Canadian Waters
by Canadian Fishermen*



*Processed
and Packed by
Canadians.*

*Transported
by Canadian
Companies.*

Everything is Canadian between your Customer's table and the waters of "Old Atlantic" that yield the delicious

Brunswick Brand Sea Foods

There's no better fish in the world than those obtained in the Canadian waters of the Atlantic; no better facilities for packing them than are at our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of a quality which Canadians are proud to own, and best of all, they represent an entirely Canadian product.

Stock up with Brunswick Brand $\frac{1}{4}$ Oil Sardines, Kippered Herrings, Herrings in Tomato Sauce, Finnan Haddies (oval and round tins), Clams and Scallops. Satisfy the masses of Canadians and give employment to Canadians.

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CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



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By handling "PURE GOLD" Spices, Extracts, Jelly Powder, and other lines of PURE GOLD BRAND the Grocer not only enhances his business reputation, but receives absolute protection against infringement of The Pure Food Law.

"PURE GOLD" goods are guaranteed free from adulteration of any nature.

"The memory of quality lingers when prices are forgotten."

**Pure Gold
Manufacturing Co.**
TORONTO

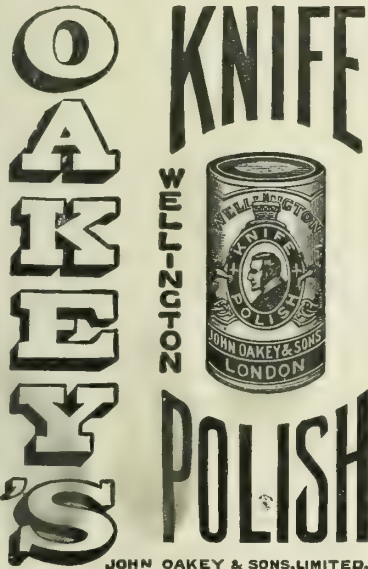
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MAPLEINE
like it—it fills a want.
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SEATTLE, WASH.

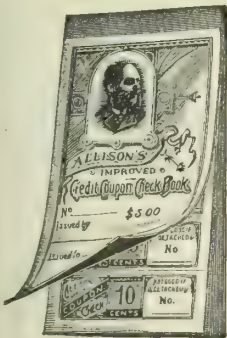


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THEREFORE
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532 East Market St.
Indianapolis, Indiana, U.S.A.

The Most Information The Most Entertainment —and all Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Tryst," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and our *Review of Reviews Department*, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting, published the world over.

Special Offer—To new subscribers only. In order to introduce MacLean's Magazine into homes where it is not now read, we are giving the magazine for eighteen months for price of twelve—see coupon below.

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I will remit \$2.00.

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Tomato Catsup

—the pulp
of sun-
ripened
tomatoes

—pure
and delic-
ious to the
last drop



It must be conceded that all ripe tomatoes will not make a delicious catsup. Tomatoes ripened by force, i.e., picked when just slightly turned and allowed to ripen off the vine cannot produce the delicious, full-flavored pulp catsup that the same tomatoes would produce if allowed to ripen naturally on the plant. Our tomatoes ripen on the plants in the sun. They're picked when ripe and processed the same day under the most careful supervision by expert operators. This accounts for the superiority of E.D.S. Tomato Catsup.

No coloring or preservative is used to detract from the fine quality—and flavor—just pure pulp of sun-ripened Winona tomatoes, pure vinegar of fine quality and the best spices.

Are you reaping the benefit of our catsup publicity? *Now is the time to stock up.*

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

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The goods *are there*, therefore they will satisfy your customers. The label stands out among all others, and will consequently help you in your sales.

Every tin fully guaranteed.—*That's the kind of goods you must have on your shelves.*

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Tomatoes

Corn

Peas

Refugee Beans

Wax Beans

SALMON

Choice Red Sockeye
1s tall

SARDINES

Imported in pure
Olive Oil

Strawberries

Raspberries

Peaches

Plums

Pears

A sample on request



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There are 30 Years of Unqualified Success Behind Dr. Cassell's Tablets

In "Old England" these tablets have become famous for their curative effects on all nerve disorders—the most common ailment in the human race to-day.

We are now spending \$60,000 in consumer advertising to tell All Canada about Dr. Cassell's Tablets and to assist the dealers from coast to coast in adding to their 1915 revenue with a 50% profit on extra sales and laying a solid foundation for steady future business.

Keep Dr. Cassell's Tablets in a prominent display and sales will come readily.

Order your stock to-day.

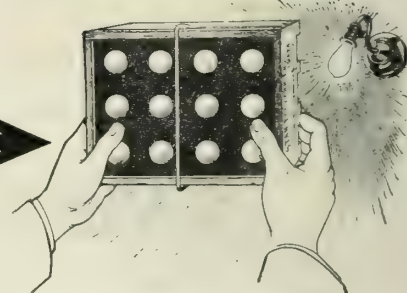
Dr. Cassell's Medicine Co., Limited, Manchester, Eng.

Agent for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto



Are You Candling Eggs As Easily and Quickly As That

—Says JOHN



AN entire dozen candled in only a few seconds time and without even removing them from the Carrier in

which they are to be delivered. Eliminating all extra handling—all danger of breakage—as well as the cost of candling equipment. Yet it's just one of those numerous time and money-saving features of the

Star System for Safe Egg Handling

Follow a dozen eggs in the STAR equipped store. From the shipping case they are placed directly in a Star Egg Carrier—it requires about 9 seconds time. Next the candling board is slipped in the Carrier in place of the Tray—the filled Carrier held to the light as illustrated and the entire dozen candled in a few seconds time. Filled Carriers are then placed in the refrigerator or on the counter all ready for incoming orders.

Think of it! Eggs packed, candled, ready for delivery and with a guarantee against breakage, all in less time than it takes to tell you about it. Wouldn't this System save you money?

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street, Rochester, New York



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Tea Lead—all gauges and sizes

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Send specification of your needs or samples of what you now use—stating QUANTITIES
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Chief Office:—1 Wharf Road

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Nearly half a century and still the favorite.

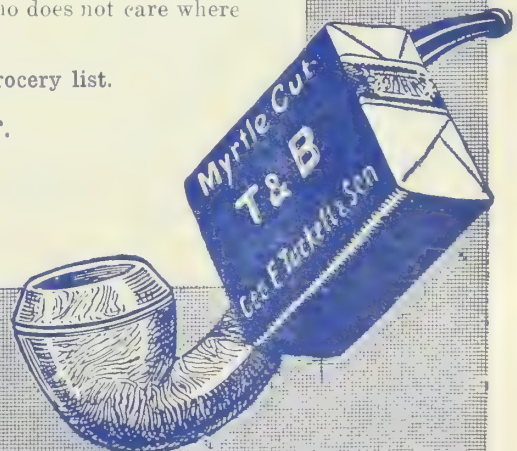
You know the old proverb about **the new broom sweeping clean**; it's a true one too, and can be applied to a great many things, but not so with T & B Myrtle Cut Tobacco.

Fifty years is a long time, yet for nearly that length of time this real man's tobacco has remained the favorite with the veteran smoker—the man who does not care where he buys it, and whose family trade is a good thing to have.

You should see that dad's weekly supply is included in the Grocery list.

Order "Myrtle Cut" from your Wholesaler.

Tuckett Limited
HAMILTON, ONT.



Look at the Heart of a Coffee Berry



Note the Parchment-like inner covering or "chaff." This "chaff" is valueless, if not injurious, as a beverage. Our special grinding process removes every particle of "chaff," hence

Gold Standard

"The Chaffless Coffee"



Finest of Coffees, blended and roasted by experts, produce in Gold Standard a palate-pleasing beverage unique in medium-priced coffees. The Delightful Aroma is preserved unimpaired in our new Vacuum



Sealed Airtight Tin. Half, one and two pound tins.

THE CODVILLE COMPANY Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, OCTOBER 8, 1915

No. 41

Your housewife patrons are learning the value of BOVRIL as a daily household economy

Many have learned by their own practical experience and through our extensive advertising that otherwise uninviting remnants of food may be made not only palatable, but nourishing, by the use of a little Bovril.

BOVRIL

is universally recognized as a strength-giving and stimulating beverage. It is a combination of the stimulating extractives with the nourishing and strengthening constituents of beef.

It's an efficient body-builder and health-preserver.

Your sales of Bovril should be larger

now than ever before. Housewives aplenty are making daily use of it in practising household economies. You can by suggestion increase the number of users among your customers.

By the use of Posters, Showcards (which we will send prepaid upon your request), Newspapers and Magazines, etc., we are reminding your patrons of the uses of Bovril and are helping you increase your sales.

You can increase your profits by displaying Bovril and Bovril cards.

BOVRIL, LIMITED

25 and 27 ST. PETER ST.
MONTREAL



CANADIAN GROCER



Little
Miss
“MAIDEN”
CANADA

Registered

“It’s time to stir things up”

COWAN’S
Perfection
COCOA

ASK OUR SALESMEN WHY



Tell Your Customers to Send in for Lantic Sugar Recipe Books!

Every woman who comes into your store would like to have a copy of our sparkling sugar book, containing 43 recipes for dainty Cakes, Candy, Jams, Jellies and other tempting "goodies."

And we are giving this interesting book to the Housewife by various methods of advertising.

In order to help you introduce

Lantic Sugar

in original packages

to more and more of your customers, you may tell them that Atlantic Sugar Refineries, Limited, of Montreal, will send them a free copy of this Recipe Book on receipt of the Red Ball cut from the original package.

We are also giving away Booklets containing 54 PRESERVING LABELS, on the same plan mentioned above.

Tell your customers about the free Recipe Book and free Book of Preserving Labels—and tell them how to get both.

You will find this generous offer of ours a great help in boosting the sale of LANTIC SUGAR in sealed packages.

Get in a good supply of both the 2 and 5-pound cartons—then tell your customers about the books.

Atlantic Sugar Refineries Limited
MONTREAL

Raisin Pie Day is here



Step into any city restaurant, cafe, lunch or dining-room, almost any day for the greatest part of the year and you will find raisin pie on the menu, a fact which goes to emphasize the increasing popularity of raisins for various kinds of desserts.

The better trade are using and appreciate

“Griffin’s Seedless Raisins”

because of their extra fine quality, their delicious, wholesome flavor, their absolute cleanliness.

Let this quality line bring better business to you this season.

Prepare for the winter and holiday trade by ordering your supply from your wholesaler.



Quality plus extensive advertising has created an ever-growing demand for Borden's Milk Products

Dealers everywhere are finding it more profitable to handle lines that have won the confidence of the public than to experiment with the "just-as-good" variety. Borden's Milk Products are, because of their undoubted superiority, strong favorites with the housewife, who appreciates the all-round satisfaction that "Bordens" always give.

This satisfaction-giving quality, which characterizes every one of the Borden Group, will be a big source of profit to the Borden dealer, through the repeat orders which will naturally result.

Send your wholesaler a trial order for Borden's if you do not already sell it.

Stock up for the Fall business

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B. C.

SUN-KIST

CANNED FRUITS

REG. U.S. PAT. OFF.

SUN-KIST Canned Fruits are a quality unto themselves—they are SUN-KIST Quality—a quality distinctly peculiar to SUN-KIST—a quality specially selected for people of critical taste—

Delicious canned fruits—no better grown in California—the pick of a million case pack and fine enough for any table in the land. If you want satisfied customers, connect with the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM



**THE
BEST of
BRANDS**

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date, sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

R. S. McDoe, Toronto Watson & Truesdale, Winnipeg.
Maritime Fish Corporation, Limited, Montreal. W. A. Simonds, St. John, N.B. H. C. Janion, Vancouver, B.C.



Tell every customer this—

“Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall’s Chocolates and Candies.”

Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

SPECIAL PARCELS OF CANDIES

on which they will pay the postage without any extra charge. The following are suitable for posting, and every article is handy for the pocket:

SPECIAL \$1.25 PARCEL

contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls’ Eyes, British Toffee and Pine Lozenges.

SPECIAL TWO DOLLAR PARCEL contains:

Solid Blocks of Milk and Vanilla Chocolate, Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee. Also Pine Lozenges and Freshettes.

SPECIAL FIVE DOLLAR PARCEL contains:

1-lb. and ½-lb. Solid Cakes each of Milk and Vanilla Chocolate. 2 Large Tins each of British Toffee, Broadway Toffee, and Acid Drops. 1 Large Tin each of Mixed Fruit Drops and Lime Juice Drops. Also Mint Bulls’ Eyes, Pine Lozenges and Freshettes.

Ask to see them at the Store. Pascall’s pay the Postage.

PASCALL’S
LONDON, ENGLAND

REPRESENTATIVES FOR CANADA

C. H. Cole, 33 Front Street East, Toronto, and 501 Read Bldg., Montreal; Angevine & McLaughlin, St. John, N.B., and Turo, N.S.; W. H. Escott Co., Ltd., 181-183 Bannatyne Avenue, Winnipeg; H. A. Leond & Co., 515 Hamilton St., Vancouver; R. G. Ash & Co., St. John’s, Newfoundland.



Why Tie Up Money

in high-priced Molasses (which many people think too expensive for every-day use), or in cheap syrup of doubtful quality—when you can offer your customers such a delicious, inexpensive table syrup as

“CROWN BRAND” CORN SYRUP

“Crown Brand” quality is in a class by itself. It is a universal favorite, not only for the table but also for cooking.

Why bother trying to push either expensive molasses or cheap syrup, when you can please every customer and make a good profit on every can, by selling “Crown Brand” exclusively?

The Canada Starch Co., Limited
MONTREAL

Manufacturers of the famous Edwardsburg Brands
Works: Cardinal, Brantford and Fort William, Ont.

CLARK'S COOKED CORNED BEEF



Sizes
 $\frac{1}{2}$, 1, 2,
6 and 14



If you want NEW business, if you want REPEAT business, if you want INCREASED business, Mr. Grocer, carry and display Clark's.

They have the REPUTATION, the QUALITY and the SALE.

W. CLARK, Limited, Montreal

Clark's

You are losing money on your cheese sales

if you haven't got a reliable cutting machine. You can eliminate the risk of dissatisfying a customer and absolutely prevent loss through wastage, scraps, etc., by installing the

Canadian Cheese Cutter

which cuts quickly and accurately by weight or money value. We would like to show you all the advantages of the "Canadian." There is no obligation incurred. Ask us to-day.



The CANADIAN Open

The Computing Cheese Cutter Co.
WINDSOR, ONT.

Furnivall's FINE FRUIT PURE JAM

meets the requirements of the most particular taste.

The new pack is without doubt the finest we have ever put up—the choicest pick of the crops.

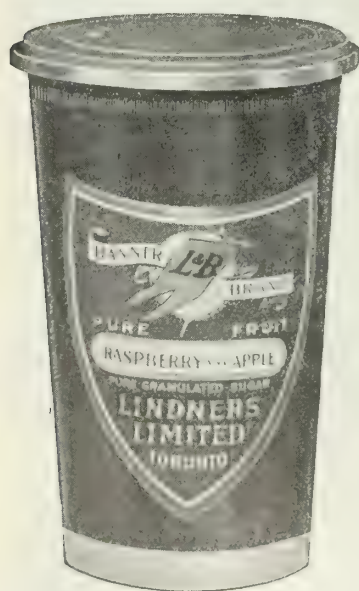
Order your stock now and prepare for the Fall and Winter trade.



**Furnivall-New
LIMITED
Hamilton, Ontario**

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John, N.B. — MacLaren Imperial Cheese Co. Halifax, N.S. — MacLaren Imperial Cheese Co. Sydney, N.S. — A. E. Sheppard. Hamilton — R. M. Griffin. Winnipeg, Man. — H. P. Pennock & Co. Calgary, Alta., MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — Central Brokerage Co.

L.B. "Banner Brand" Pure Fruit Jams



Banner Brand Jams are favorites with the housewife, because they not only solve the perplexing question of "What to serve for breakfast," but they are wholesome, nourishing, delicious and economical.

Banner Brand Jams are put up in all sizes of packages, from the Anchor capped tumbler to the large, gold-lined pail—a size for every family.

Play safe by pushing the jam that is proven Banner Brand.

LINDNERS, LIMITED
BRAMPTON, CANADA

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.



“AYLMER” BRAND JAMS

This is Canada's national jam—known and used from coast to coast, from the southern boundary to the cold north country.

“Aylmer” Brand Jam well displayed needs no selling argument. High quality, delicious flavor and absolute purity are the features of these Jams.

Display the various sizes of containers—the glass jars, the 5 lb. pails.

See the new 16 oz. tall jar, vacuum top.

Dominion Canners, Limited

HAMILTON, ONTARIO

Five Bowls of Palate - tickling Soup for 5c.

That's what you give your customers when you supply them with the always uniform and delicious

"Canada Soups"

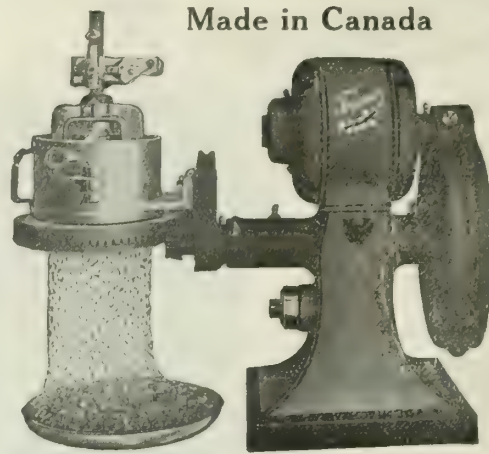
and your part of the transaction is a 25% profit, with satisfied customers and continued business. The soup season is on; now is the time to order and show these handy package soups—made in all varieties.

Send trial order to-day—they will more than please you and your patrons.

Canada Foods Limited
TORONTO

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT CO. LIMITED
SARNIA, ONT.

Libby's Food Products

are known in all parts of the world as delicacies of high quality, and unusual flavor.

Libby's foods are "put up" where the best foods attain perfection. That is why people insist on Libby's.

Libby, McNeill & Libby, Limited
GUELPH, ONT.

A PARALLEL

AFTER trying a reliable article for the first time you are often persuaded to use it regularly by reason of its good value. Don't forget your customers are always influenced in the same way by the quality of

GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.



Indian Chief Brand CLAMS



They are the very best clams offered for sale in Canada to-day.

Put into the cans, sealed up and processed within a few hours after being taken from the clam beds, they have no chance to lose their flavor.

Order a case from your jobber to-day. You will find the price right, and also you will notice that your customers will ask for this brand again.

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son, Ottawa, William Forbes, Quebec, A. Francois Turcotte, Winnipeg, George Adam & Co., Toronto and Hamilton, Walter S. Bayley, Edmonton, D. J. McLeod & Co., Vancouver, H. C. Janion, Maritime Provinces, Angevine & McLaughlin, of St. John, N.B., and Truro, N.S.

More Than Ever in a Class by Itself

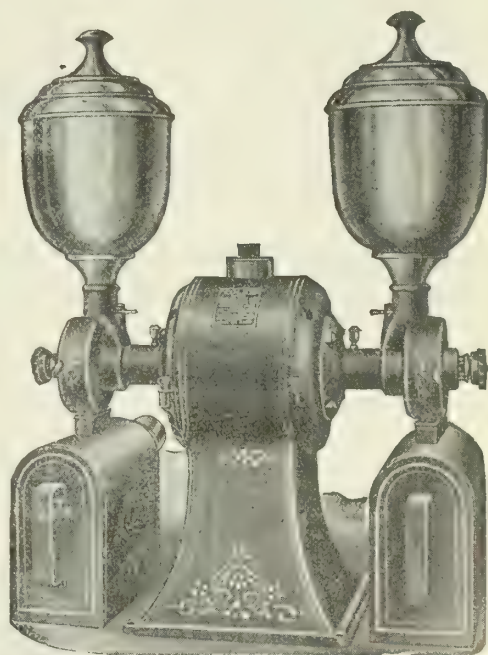
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

"WENTWORTH BRAND" FINE OLD ENGLISH MINCEMEAT

MADE from peeled and cored hand-picked apples and extra rich in Currants, Raisins, Peel and Suet.

A High-grade mincemeat equal, if not superior, to the best Home-made.

Your mincemeat sales have fallen off year by year. Why? Because the average factory mincemeat has lacked *Quality* and "you can't fool all the people all the time."

Our Factory is located in the midst of our orchards. It is Modern, Sanitary and Government Inspected.

We are making a specialty of MINCEMEAT this year and backing it with our reputation and guarantee of "money back if goods are not right."

The price is \$2.30 per 27-lb. pail, or 8c in 80-lb. tubs.

Send your order to-day—Delivery made when you say.

Freight prepaid on orders of 500 lbs. or over anywhere in Ontario.

The Wentworth Orchard Co.

LIMITED

Manufacturers of Jams, Jellies, Pie Filling, Canned Apples, Etc.

43 PARK STREET, N. HAMILTON
FACTORY: WATERDOWN



Canada's Best Provision Departments are Equipped With the Arctic Refrigerator

Some are using the stock sizes and styles, some are fitted with specially made equipment.

All are of the same high ARCTIC Standard.

If you anticipate the installation of new equipment or the remodelling of your department, get in touch with us.

We build refrigeration equipment to meet every need.

WRITE FOR CATALOG.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases
TORONTO

Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Company
Thamesville, Ont., Canada

CANADIAN GROCER

PEACHES

still continue coming in, finer quality and cheaper than ever. Give your customers the best sugar to put them down with.

St. Lawrence Granulated

100% PURE CANE



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH
AND
PROCTOR

SOLE PACKERS

Halifax - N.S.

The Cigarette

Made from choicest Virginia Tobaccos. Sweet, full-flavored, and cool smoking. A cigarette that is giving satisfaction.

The Package

Is unusually bright and attractive. It is in keeping with the times. The cartons will make a splendid showing on your shelves.

The Advertising

Bright, snappy material supplied on request. Ar-Na Cut-Outs, Hangers, Display Cards, etc., will make your window a business getter.

Tuckett Limited

Hamilton, - Canada



Shirriff's True Vanilla is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla Beans. It has been giving satisfaction for thirty years.

Makes A Bond Between Store and Customer

If you can always supply Shirriff's, you can always keep your customers in line.

Once a Shirriff's customer—always one, for she knows she can use less of Shirriff's to get the same results. Its delicious flavor and exquisite bouquet are not even approached by ordinary extracts.

Get your customers solid for this line and they will be solid for your store.

Shirriff's True Vanilla

Write us to-day for a sample bottle.

Imperial Extract Co., Toronto

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ./. HAMILTON

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Advertising is an insurance
policy against forgetfulness
Stopping an advertisement
to save money is like stop-
ping a clock to save time.
—it compels people to think
of you—Galveston News.

**It always pays to handle goods
that the public have confidence in**



And Bee Brand specialties, Jelly
Powder, Starch and Borax, have won
the approval of housewives every-
where for sterling value.

We have a profit-building plan which
is sure to interest you.

Write us to-day and we will tell you
all about our money-making proposi-
tion.

The Bee Starch Co., Montreal

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. Heinz Company

Canadian Factory :—Leamington, Ont.
Warehouse :—Toronto

To Manufacturers and Wholesalers:

**SAVED HIM CONSIDERABLE
MONEY**

MacLean Publishing Co.:

Enclose my cheque for \$2 for the year's subscription to CANADIAN GROCER, to begin with your issue of the 24th inst.

Am subscriber to several trade journals to enable me to keep posted on markets, etc., as well as the good pointers one gets, but consider Canadian Grocer leads them all.

By a friend loaning me your last edition it saved me considerable money on the purchase of dried fruits—so have no hesitation in subscribing for same, as it is a good invest-

ment—and one which will show a big profit to any grocer who will read it carefully.

CHAS. B. SHIELDS,

*1476 Queen St. West,
Toronto, Sept. 29th, 1915.*

\$2 BILL WELL INVESTED

MacLean Publishing Co.

Dear Sirs:—Enclosed please find cheque for \$2 for Canadian Grocer. I neglected sending this before.

I like the Canadian Grocer very much; it is \$2 well invested.

Yours truly,

A. J. MELANSON.

*Jacquet River, New Brunswick,
Sept. 25th, 1915.*

Do Your Subscribers Actually Read "Canadian Grocer"?

is a question we sometimes meet from manufacturers who have never used our advertising pages.

The Answer is, Emphatically, "Yes"

The subscribers to Canadian Grocer are the most progressive, intelligent and influential of the trade, and such letters as the above, received almost every day, indicate that through its market reports, trade news, salesmanship articles and advertisements Canadian Grocer is giving each week just what you, if you were in the retail business, would feel you ought to know.

Our Big Fall Sales and Christmas Goods Number is an Inspiration Number

No grocer or clerk can read it without determining to go after business more aggressively this Fall.

But Is He Going to Pull For You?

Or will he be working for your competitor?

A double or full-page in our Big Fall Sales and Christmas Goods Number will enable you to interest these real grocery salesmen and give them sound reasons for making your goods their leaders. **TRY IT.**

Send in your reasons and cuts. Our Ad-Service Department will gladly arrange them in attractive form.

Oct. 7, '15.

THE MANAGER.



Phone Orders at our Expense

Phone Nos.
3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality --Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

An Important Business Article

THE Cost of Doing Business is the subject of one of the most important articles from a business management standpoint that will be found in the Fall Campaign Number of Canadian Grocer, to be issued on Oct. 29. It took more than six weeks for the editorial department to secure the information for this article and to prepare it. Information was secured first hand from grocers in all parts of Canada, and it is therefore a representative article from the standpoint of dealers in representative localities.

"**The Cost of Doing Business**" shows exactly what various merchants are paying for each item of expense per year and the percentage each year of the annual turnover. It will show that some merchants are paying more, for instance, for salaries than others similarly situated. Again some are paying more for rent and delivery than others stationed under the same circumstances. That this will be a valuable article from this standpoint is easily recognized.

"**The Cost of Doing Business**" article is divided into three sections. One will show the various costs of grocers of large cities, with large turnovers. The percentage that each item of expense is of the annual turnover is compared. The second section deals with the costs of merchants in towns of from 2,000 up to 7,000 or 8,000, and the third section includes village merchants.

"**This Cost of Doing Business**" article was secured only after a great deal of thought and arithmetic applied to the replies which Canadian Grocer received from its readers. As every dealer is interested in reducing his costs, this article will be a splendid one from a comparison standpoint. Readers who are not represented in it, will be able to compare their costs with those of merchants situated somewhat similarly. It will demonstrate to retailers whether it is costing them too much for any particular item of expense, from rent all the way down to depreciation and losses through bad debts.

Every reader of this paper should make sure that this article on the Cost of Doing Business is carefully read and studied.

Toronto, Oct. 7th, 1915.

THE EDITOR.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

MACKENZIE & MORRIS, Limited
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO
W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS
W. G. PATRICK & CO.
Limited
**Manufacturers' Agents
and Importers**
51-53 Wellington St. W., Toronto
**W. H. Millman
& Sons**
**Wholesale Grocery
Brokers**
Toronto, Ontario
Prompt Service.
STIRLING & YOUNG
General Brokers Phone Main 4331
506 C.P.R. BUILDING, TORONTO
**A Good Agency will receive personal
attention**
Reference : : : Bank of Montreal
Established 1859
GEO. STANWAY & CO.
TORONTO
**Agents for "Horseshoe," "Tiger" and "Star-
flower" Salmon, Fred. L. Myers & Son, West
Indian products, Pritchard Rice Milling Co.,
Texas Rices, Alexander Molasses Co., New
Orleans Molasses.**

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.
Edmonton Alberta
H. P. PENNOCK & CO.,
Limited
**Wholesale Grocery Brokers
and Manufacturers' Agents.**
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.
WATSON & TRUESDALE
**Wholesale Commission Brokers and
Manufacturers' Agents**
120 Lombard Street
WINNIPEG MAN.
**Domestic and Foreign Agencies
Solicited.**
W. H. Escott Co.,
LIMITED
**Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants**
**WINNIPEG REGINA
CALGARY EDMONTON**
FRANK H. WILEY
Manufacturers' Agent
Grocery and Heavy Chemicals
**Enquiries solicited for shipment from
Spot stock Winnipeg or for Import.**
757-759 Henry Avenue, Winnipeg

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
**We are open for a good agency in food-
stuff line, calling on the retail trade.**
522 Board of Trade Bldg., Montreal

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
**Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A. B. C, 5th edition and private.**

When writing
to advertisers
kindly mention
this paper

NOTICE TO MANUFACTURERS
of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast.
If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers
Office and Warehouse: 309-311 King St. West, Toronto

We never think of trying to force a grocer to handle Red Rose Tea. We do not tell him that he cannot make a success of his tea department without Red Rose Tea. We know it is his right to decide what is best to buy for his own business. But we do try to show him that he can make more money and more satisfied customers with Red Rose Tea as his leader than he can with any other tea.

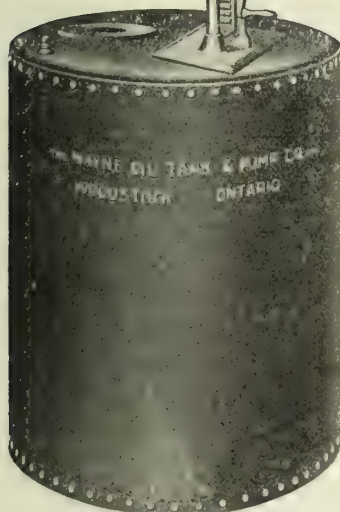
Many grocers have been surprised this year to find out how easy it is to do a big tea business by specializing on just one brand of tea—Red Rose Tea. Why not give Red Rose Tea the preference for a while in your store and just see for yourself how well it pays?

Red Rose Tea has the quality that wins new customers and holds the old.

T. H. Estabrooks Co., Limited
Toronto Montreal St. John Winnipeg Calgary

Don't let your profits trickle away through using an old-fashioned system of handling coal oil

Model F
Cut 80



Throw out that dirty old coal-oil barrel, clean up the muss on the floor, and start yourself on the way to larger profits by installing a

WAYNE Oil Tank

The Wayne measures exactly the correct amount of oil required. There is no slopping over, no waste, no dirty hands, floor, etc.

Write us to-day and we will give you full particulars of this up-to-date oil-measuring system.

It will mean a saving of many dollars to you.

The Wayne Oil Tank and Pump Co., Limited
WOODSTOCK, ONT.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

Why waste time and money experimenting with poor Refrigerators?



The Eureka

Some refrigerators are only ice boxes, and poor ice boxes at that. They are a continual source of loss through spoiling of contents, poor display, etc.

The Eureka Refrigerator, backed by 28 years' experience in Refrigerator building, is a positive guarantee against spoilage and contamination of goods, while it displays contents to such good advantage that its use is sure to create more business.

Write for our catalogue.

Read all about the merchant's favorite refrigerator; instal it for its satisfaction-giving, business-building qualities.

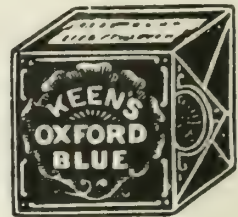
Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McGillish, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Keen's Oxford Blue— *the blue that stands head and shoulders above all competition*

—known the world over as the most reliable wash-day requisite for the ensuring of snowy white linens, etc.

Sell Keen's Oxford Blue and ensure yourself continued patronage, and your customers perfect satisfaction.



Stock up with and sell Keen's Oxford Blue

MAGOR, SON & CO., Limited

191 St. Paul St. W., MONTREAL

30 Church St., TORONTO

AGENTS FOR THE DOMINION OF CANADA

There is Certainty in— every Package of

Redpath

Extra Granulated SUGAR

Certainty that the sugar will be absolutely pure—that the granulation will be uniform and right—that the color will show to advantage in comparison with any other sugar.

Certainty that the REDPATH Cartons and Bags, ranging from 2 to 100 pounds, will meet all calls without breaking bulk and wasting time.

Certainty that the sugar will reach your customers in perfect condition, and give complete satisfaction.

Certainty that is based on 60 years of acknowledged leadership in Canadian sugar refining—for REDPATH has been Canada's favorite sugar since 1854.

Canada Sugar Refining Co., Limited, Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 8, 1915

No. 41

Money in Housecleaning Trade

October the Time to go After This Business—Suggest by Newspaper Advertising That the House Be Given Careful Cleaning Before the Cold of Winter Arrives—Tends to Eliminate Doctor Bills, Another Argument.

NEWSPAPER advertising is undoubtedly one of the best methods of securing autumn housecleaning business. It is a fact that when the fall season comes along, newspapers are more widely read in the home than during the summer time. In the autumn the nights are longer and colder and people remain indoors more than during the hot weather.

It is not necessary to shout aloud that the fall housecleaning season has begun. Anyone can hear the beating of the carpets in the back yards any fine afternoon. Open windows with blinds off and curtains on the line or on the stretcher are other signs of the times. The fall housecleaning trade should therefore be gone after by every dealer as aggressively as possible. It is particular seasons of the year like this where the merchant whose turnover is lagging so far, can win out by the end of the year. There are, too, a great number of housecleaning lines which the housewife knows very little about, but where good demand would be created if these lines were attractively displayed and talked up when the customer is purchasing other goods. Housecleaning lines include cleansing powders, mops, brooms, brushes, soaps, lye, ammonia powder and liquid, furniture polish, stove polish, metal

and silver polish, polishes for woodwork, piano, etc., brushes for cleaning banisters and backs of radiators, disinfectants, and a dozen and one other lines. It ought to be pointed out to the housewife that the dust and dirt and germs should be removed from the home before the setting in of winter, when the windows and doors must be kept closed. The dealer who goes after the trade on

this principle is bound to get a good share of it.

The dealer's suggestions in the window, on the counter and in the newspaper advertisement will be keenly watched for in times like these and in addition personal talks about the qualities and uses of the various lines are sure to provide him with extra business and therefore profits. The retailer, too, should urge the customer to follow directions on the various packages. Many customers try certain lines and come back with the complaint that they did not work properly. Investigation will show that it is the fault of the customer in not following the directions on the package.

"Whenever a complaint of this character comes in," remarked a dealer, the other day, "I take the pains to go over the directions on the label to determine if they were fulfilled in every particular. Usually I can put my finger on the trouble at once, and by demonstrating the article then and there the customer is invariably convinced that it accomplishes all the manufacturer claims for it."

It should not be forgotten that housecleaning lines are not luxuries. If healthy surroundings are to be preserved about the home, regular housecleaning campaigns are absolutely necessary.

Ammunition for Cleaning Up the Home

BEFORE the winter arrives when the doors and windows must be kept closed, every house should be thoroughly cleaned. Summer means an accumulation of dust and dirt and perhaps disease germs, so that a careful cleaning up NOW may mean no doctor bills this winter.

Housecleaning becomes easy with the proper helps. We have them all in abundance. Just look over this partial list of important lines and let us show you others:

Powdered Ammonia, an indispensable cleaner, per package—c.
Sweeping Powder, kills the germs in rugs and carpets, per package—c.
Powder, splendid sink and porcelain cleaner, per can—c.
Chloride of lime, should be used in closets every day—c.

In addition see our lines of liquid ammonia, powdered borax, lye, silver and metal polishes, furniture polish, brushes and brooms, knife polish, etc.

G. Rocer & Co.

95 Main St.

Phone 100

Housecleaning Window Trimming

One of Best Methods of Securing Active Interest of the Women in a Particular Store
—Housecleaning is Problem in Which Housewife Can Be Easily Enthused.



Suggestion for an easily arranged October Housecleaning window. Note the action conveyed by the brooms.

OCTOBER is the big Fall housecleaning month. It is the time when the housewife finds it most convenient to have a cleaning-up before the arrival of winter. Therefore, it is up to the retailer to get after all the housecleaning trade that is passing at the present time. It should be fully understood that a big demand can be created for housecleaning goods which otherwise would not exist if the dealer did not go after the business.

Window display is one of the big mediums for getting this business. Herewith is a splendid display of housecleaning lines which, although it took considerable time to construct, means a lot of business in the goods shown. If one looks closely at this display he will find that although it took considerable time to arrange it, yet the construction is not difficult.

The broom arrangement suggests action and action is an important requisite in housecleaning time. In attractive piles are shown cleaning brushes, sweeping powders, soap, silverware polish, knife polish, ammonia polish, etc., etc. Here we have a trim, that, while not elaborate, forcibly suggests to the housewife some of the helpful articles necessary towards the cleaning up of the home. It is an easy matter for the ruler of the home to become interested in a housecleaning campaign, but not always so easy to get her to purchase her goods from you. A window full of suggestion as this one will go a long way to secure the active interest of the women in your store.

Ideas for Selling Tinned Fruit

Hamilton Grocer Displays Fruit in Cans and Bottles by the Case for Sending Overseas to Boys at the Front—Window With Many Lines Appropriate as Gifts to Our Soldiers Suggested.

PEEBLES, Hobson & Co., Hamilton, Ontario, grocers, present in the window display illustrated here, an excellent method to get after more canned and bottled fruit trade.

This is a particularly attractive display and it is a display with an idea. This idea is presented by the centre display card. It reads as follows: "Send a Case to Your Boy at the Front." The window contains a number of full cases of jam and fruit bottles, etc., so that the passer-by can see exactly what a case of the fruit means. Note the flag wound around the central post with a picture of a khaki clad soldier.

Everyone who has a son or a friend at the front is interested in sending him something from home. Why shouldn't it be a case of fruit? This was the idea the Peebles, Hobson & Co., had in view in trim-

ming this window. The boys are getting cigars, cigarettes, tobacco, clothing, chocolate, etc.—why not fruit?

This idea suggests another—why not a window display of all kinds of foodstuffs—together with cigars, cigarettes and tobacco—that would be suitable for sending to friends at the front? Explanations could be made on the show cards and, as in the case of the Peebles, Hobson window, a khaki picture or two could be used, as well as the bull dog, etc. The possibilities here seem to be splendid. *Canadian Grocer* would appreciate a photograph and particulars of any window any reader may run in this regard in the near future. The accompanying window display was dressed by W. G. Clarke, window trimmer for Peebles, Hobson & Co.



Preserved and Canned Fruit window display shown recently by Peebles, Hobson & Co., Hamilton, Ont. Cases of fruit and bottles of jam and the customers urged by show card to send a case to the boys at the front.

A Plea for the Retailer

Canada Has 250,000 Retailers—What Would Happen if They Were to be Suddenly Eliminated, Asks Writer?—Thinks Government Should Have Consulted Experienced Retailers Before Purchasing War Supplies—Why the Retailer Knows.

By E. M. Trowern, Secretary, Dominion Board, R.M.A. of Canada.

IN addition to the many false statements that were often made on public platforms and in the press, in "Times of Peace," regarding the abolition of "Middlemen," they have now been served with an additional notice in "Times of War," by some representatives in the Dominion Government at Ottawa, to make their "Exit" or "Pass-out" as unworthy of recognition.

Those who have had practical training in commercial matters, and who have graduated from that great commercial school which is founded on human experience, and which is so little understood by the professional mind, but who have among their numbers the many Merchant Princes who have graduated with honors, through their own energy and ability, and whose names stand out in every city and town in the Dominion, as honorable and upright citizens and who are doing their share to make Canada known throughout the Empire, as the "Little Nation of Shop-keepers" is known throughout the world, wonder why this sudden charge against them has been made. Is it being done in order to direct the public mind away from the unbusinesslike methods of party politicians, or because it is thought that "Middlemen" still continue to exist as mere units, and they are so submissive and conscious of their guilt that they will not resent the many unfair and false statements that have been, and are now being made against them? If this is the intention of the attack, and the insinuation, we desire to have that removed at once.

Canada Has 250,000 Retailers

There are in Canada to-day over two hundred and fifty thousand loyal and honorable retail merchants, who, if they had an opportunity, and found it absolutely necessary, would shoulder their rifles and go out after the common enemy; and they would prove themselves worthy of their class. But owing to the fact that by so doing, and by locking up their stores the community would suffer untold hardships and inconvenience, they are forced to "stick to business" and to guard Canada "in the market and shop."

Following the order of the natural channels of trade, we have the Producer or Manufacturer, the Wholesaler, and

the Retailer; then comes the Consumer, who consists of the fourth turn in the channel. But the largest consumers are chiefly among the first three, as they are the classes who spend the most, and by so doing they keep the wheels of commerce turning.

Through false doctrines preached by day-dreaming theorists and persons who have had no commercial training, the idea has been created that products or manufactured articles should go direct from the producer to the consumer, and that by so doing they could be sold cheaper to the consumer. It is false doctrines of this sort that have brought about the suggestion that the "Middleman" must go. If the "Middleman" had not a place in the community, or if he is a "Parasite," as some ignorantly assume he is, he would have been swept away centuries ago. But going away back in history, back almost beyond tradition's very dawn—thousands of years before Romulus was suckled by the wolf, fifteen hundred years before Alexander rode in the splendor of his conquest from Macedonia to the gates of India, eighteen hundred years before the Wise Men of the East followed the resplendent star that paused to shine on the tiny Babe that lay in the rude manger of Bethlehem—and there we find on the eastern shores of the Mediterranean a great nation of traders—the Phoenicians—the first great nation of merchants of which history can boast any record.

If the Merchants Were Gone, What?

Take the merchants with their shops and their stocks, with their busy, bustling enterprise, out of the cities, towns and villages of Canada, and Canada might as well be removed from the map of British North America.

To every one dollar that Canada has invested in production or manufacturing, she has over **One Hundred Dollars** invested in distribution, so that any effort put forth to abolish the "Middleman" who is the distributor, would be inconceivable.

Our defence of the "Middleman," however, in this brief article is first to show that it is absurd to think of removing him; and secondly, to point out to some of our legislators and politicians the great amount of needless expense

and time that might have been saved when the war broke out, if they had only stopped to consider what a great benefit these poor abused "Middlemen" might have been, and can be yet, in advising the Government, if it would be remembered that they have just as much love and interest for their country in which ninety-five per cent. have staked their all, as either the manufacturer, the farmer, the laboring man, the doctor, the lawyer, or any of the professional classes. It may seem unkind to state it, but ninety-nine out of one hundred business men in Canada, who have read the evidence that has been produced before the special commission believe that the unbusinesslike methods adopted by the Government, brought out in this investigation, will reflect as much upon them as it does on those "Political Pedlars" who have no established places of business, but who have been surrounding Ottawa begging for orders, having only one object in view, and which object most of them seem to have secured.

Probable Course of Procedure

We all realize the suddenness with which this fearful war envelops us, and as business men we can see how helpless many of the Ministers were when what had to be done, had to be done quickly; we can see how easily they got bewildered in the quantity of articles that were required. But let us suppose, for example, that a Minister required ten thousand suits of clothes to be made at once. If he knew nothing about clothing, and with a large order in his mind, he would naturally think of a clothing manufacturer; possibly he would like to have them made in Canada, by a Canadian manufacturer, and he would quite likely consult with his deputy or some clerk in the service, or some political friend, who might not know any more about clothing than he did himself. He would be in a great hurry to do something. They would likely call in a manufacturer of cloth, perhaps a political friend or the first one whose address was at hand, and naturally any manufacturer who was approached would think that his goods were the best, and the operation would commence. Prices would be given for the cloth, and a second person would have

(Continued on page 26.)

Counteracting Mail Order Influence

Manager of Large Food Manufacturing Concern Presents His Views on This Important Subject—Basis Remarks on Canadian Grocer Editorial — Up to the Merchant, He Claims.

By the Manager of a Large Food Manufacturing Company.

I READ with interest your recent editorial entitled: "Mail Order Expansion."

I had the opportunity of discussing this very question with some of the dealers in Regina where the Robert Simpson Company are establishing a branch house. The writer took the question up with several other merchants in the West, who undoubtedly will be affected. I cannot say that in a single case did I hear one argument intelligently support the dealer's attitude objecting to this "Mail Order Expansion."

In my own opinion the dealers have only themselves to blame, as you say "It is legitimate business, and it is up to the retailer to counteract this so far as lies within his power."

A proper appreciation of the consumer's viewpoint is a necessary part of any merchant's equipment, and it is a significant fact that the live, up-to-date merchant to-day does not simply give the people what they ask for. He does more than that—he recommends certain lines, introduces new goods, and stands behind everything he sells.

If incidentally he can make a little more margin on some goods than on others, it is good business for him to sell those goods, if he has first absolutely satisfied himself as to the quality. There is one thing that he should never lose sight of, and that is, HE has to take the responsibility whether a customer asks for an article by a brand name or not. There is a vast difference, however, between the dealer that handles good goods, new lines, and advertises to the consumer, and one who merely tries to substitute an article that bears him a larger margin of profit for the one asked for.

Too many dealers are adhering to the antiquated system of buying. They spend more time and effort looking about for cheap goods than they do in looking for customers. One merchant in the West, for instance, was advertising pure, white pepper at 18c per pound. A dealer in Toronto who buys pure white pepper is required to pay 35c per pound.

On the other hand it was my pleasure to talk with a dealer in Winnipeg, who sells nothing over the counter in the way of a white pepper but the highly decorticated

variety. This is one of the really successful merchants, and I think it is only fair to put his success down NOT to the fact that he buys more expensive pepper, but because this illustrates his policy of giving his customers the best quality that he can buy. He claims it is not any harder to sell quality goods and a customer once sold is a permanent one.

"Buying" to the retailer is in the same relation to his business as "Manufacturing" is to the manufacturer. Good "Buying" and good "Manufacturing" does not mean laying in a stock of cheap stuff and when it comes to selling, the merchant's difficulties have only commenced. Margin does not always mean profit, but "Satisfied customers" mean nothing else.

A grocery business at best is one that is subject to a lot of criticism; but each man can greatly help his business and keep customers from buying elsewhere if he only realizes the fact that nobody wants to eat anything that is not good. The fact that customers get what they pay for does not compensate anybody buying goods that do not give satisfaction.

The average mail order catalogue is replete with articles that cannot be purchased locally and everything that is listed in that catalogue carries with it some remark or recommendation from the mail order house whether it is an advertised brand of goods, or something never heard of before. In other words, they **SELL** their customers and it costs money to get them, whereas a lot of dealers would do just as well if they simply hung out a sign "I am a grocer"—"ask for what you want."

There is one question that I have asked various dealers who have complained about business being bad, and that is "What are you doing to make it good?"

The average merchant seems to look upon conditions as something that he cannot control, but you can take it from me no mail order house or no business man with brains is establishing a warehouse at a cost of three or four hundred thousand dollars unless he has a pretty good idea that there is a need for somebody who will get busy and sell the people something they did not want before he convinced them that they did.

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THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

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No. 41

IMPORTANCE OF SELLING QUALITY

FROM A LARGE Montreal tea house has been received an item to the effect that there have been large rejections of Ceylon teas announced at United States entry ports within the past week or so, involving some severe losses by the importing trade. It is pointed out that an importer in close touch with the situation stated that low grade teas which have been selling for such comparatively low prices on the London and the Colombo markets have been barred entry into the United States because the teas offered at these low prices in the primary and intermediate centres do not come up to the Government standard test for purity, existing in the country to the south.

There is a possibility, if not a probability, that some of these teas may find their way into Canada. There may, of course, be some call for such grades of tea from some districts. Canadian Grocer would, however, like to urge upon all our readers the importance of selling quality tea at all times. Too often, retailers jump into the market for certain lines of goods because they can get them cheaply and probably make a little more immediate profit out of them. They overlook for the moment the fact that their customers require quality goods. They forget about their good resolutions about handling only goods that will give entire satisfaction to their patrons. While there may be some temporary gain from the buying and selling of low quality goods, the gain is never permanent. Customers are sure to remember the unsatisfactory goods which the dealer urged them to purchase. They forget about the price.

In these days of keen competition it is the merchant who sticks to quality every time and who maintains his prices, who wins out in the end. Every retailer is anxious to hold all the trade he possibly can and there is nothing under the sun that will change customers any easier than cheap goods.

THE CURRANT SHORTAGE

READERS OF THIS paper have been kept fully informed as to the course the currant market has been taking, and have been advised of the gradual firming up of prices on this point. There came from London during the week a circular, dated Sept. 14, on this currant situation, issued by a large currant house there, with Greek connection, and which bears out in production figures what Canadian Grocer has said.

A paragraph reads:—

"The shipments of currants from Greece during the year ending August 22, reached 105,000 tons. To the Retention Stores of the Privileged Currant Company, there were delivered 49,000 tons; about 3,000 tons of fresh and dried currants were used for wine making and other industrial purposes in Greece, and it is estimated that about 1,500 tons of old fruit has been carried over to the new season, making a total of 158,500 tons. Deducting 4,000 tons of old fruit brought over from the previous season of 1913-14 and 9,500 tons of Retention Currants sold to the exporters by the Privileged Currant Company, we find that the crop of 1914 has given 145,000 tons, against 161,000 tons in 1913 and 167,000 tons in 1912."

THE NATION'S BUSINESS

"PEOPLE HAVE no idea how easily and cheaply parcels can be sent by parcel post in Canada," said C. Gleeson, of Winnipeg, who has practically the jurisdiction of the whole parcel post system from Ottawa to Dawson City.

"The department stores are about the only institutions that are really making a thorough use of the system, and they do so because it pays." Mr. Gleeson stated that the small parcels from 8 pounds down were most frequently sent. The maximum limit is 11 pounds in size up to 2 feet 8 inches by 3 feet 6 inches. —Evening Telegram, Toronto

Here is an admission from the Post Office officials that the Parcel Post system is a failure. Last year the then Postmaster-General, L. P. Pelletier, in arguing for increased revenue for his department, stated that the Parcel Post was not yet paying its way.

The Bill establishing it was forced through Parliament after many set-backs; the fight extending over a number of years. It was strongly opposed by the business press of the country which showed that it was of value only to a few big stores in Montreal, Toronto and Winnipeg, and that it would build up these cities at the expense of the other centres and particularly the small towns and villages, which are so essential to satisfactory rural conditions. The Post Office officials and others promoting the Bill finally overcame the opposition by representing that under the zone system the proposed Parcel Post system would be of no value to the big departmental stores; that it was really in the interests of the smaller cities and towns.

The Bill was based on one adopted by the United States, but neither there or here has the zone system been found of value to the public at large. Instead, the big mail order houses send their goods and catalogues by express to Post Offices in zone centres from where they are distributed at a lower rate than the efficiently managed express companies can afford to carry them. It is apparently not paying in the States. A representative of one of the largest mail order houses in Chicago volunteered the information recently that the system was a great advantage to them, but some day the country would employ a good cost accountant who would discover that the business was being done at a heavy loss; that the country was paying much more to carry the parcels than they received from the shippers.

The value of the smaller centres to the farming population of the country is often overlooked. The fearful loneliness of farm life in new districts in Western Canada where villages with their churches, schools, stores and halls for entertainment, have not sprung up, is clearly depicted in a story recently published in London by that clever Scottish authoress, Miss Macnaughton. The story of rural England, with its numerous cases of insanity and murder, due to isolation, are ample confirmation of this. Europeans, who know how to live better than we do, often build their homes in the villages and go out each day to work on their farms. In Canada the weekly visit to the town store, to the church, or to bring the children to and from the High School, brings a change

that makes farm life, on which our future so much depends, worth living. The fact that it is the local business man who is the main support of these public institutions must not be overlooked. Such profits he makes are expended chiefly in this way. His taxation goes entirely to local objects.

The present Parcel Post system is clearly transferring the business of centres to a few big cities, and if this business is being done at a loss, it is up to the Government and M.P.'s outside the big cities to deal with this matter. If these are the facts, as they undoubtedly are; in these time of heavy and increasing taxation, it would be a great public economy to abandon the present Parcel Post system entirely and establish one on a self-sustaining basis.

SOLD PEPPER BELOW STANDARD

A DESPATCH from a London, Ont., correspondent states that a grocer there was fined in the Police Court for selling impure pepper. While the full particulars are not given, it is safe to assume that this merchant sold the Dominion Inland Revenue Inspector some pepper below the pure standard and neglected to point out that it was not the pure article. There is, of course, the supposition that he was ignorant of the fact that the pepper was not up to the standard. In the eyes of the Government, however, this excuse is of little value because the Government officials claim that retailers know the price of the absolutely pure high quality article and therefore when they are offered pepper considerably under that price, they should know that it is not up to standard.

Information has reached Canadian Grocer that in the future the Government is going to be even more strict in its enforcement of the Food Standards under the Adulteration Act. This news comes from an exceedingly reliable authority and should be significant to every retailer who sells over the counter any article that does not meet the Food Standards.

While there may be something in the contentions of the retailer that it is not his fault if the manufacturer sells him an impure article for pure, yet, it should be understood that the retailer can always overcome this by demanding from the manufacturer a warranty to the effect that the goods are pure. If the retailer has secured this warranty, then the law cannot come against him and it is up to the manufacturer to fight the case and bear the fine if any is imposed. If every retail dealer in the country were to demand this warranty in purchasing his goods—if he doubts at all the reliability of the manufacturer—there would be very few prosecutions among the retail trade. The demand for this warranty should be more insistent in the case of bulk goods as few manufacturers would care to place their names on packages which contained anything other than the label indicated.

A PLEA FOR THE RETAILER

(Continued from page 22.)

to be brought in to give a price for making. Up to this point, the whole matter was in the hands of two people, the maker of the cloth and the maker of the suits, and they have a Minister or his deputy or some other official who are inexperienced in the clothing business to deal with.

If the sun takes the color out of the cloth, if the lining drops below the material, or if it shrinks after the first shower of rain, who should the blame be placed upon? It should be placed upon the inexperienced Government ministers, or the men who undertook to enter into a contract about which they knew nothing. If business men were asked to enter into a similar contract, they would first find out a capable well-posted "Middleman," one who has a well-known reputation and an established business, and one who knows the quality of goods that every manufacturer makes; one who would know the makers of good cloth and those who make goods for the cheap bargain trade, as well as those who know how suits should be made. By doing this there would be someone to put the responsibility on, and someone to check up any manufacturer who might be tempted to take an unfair advantage.

The Experienced Retailer Knows

This same plan could and should be followed in all Government purchases: boots, optical goods, automobiles, etc., and it is the only plan to insure good and proper value. But some prejudiced minds might say: "Oh! I see, you want to give those 'Middlemen' a chance to make something!" Our answer is: "Who can tell you about the quality of any article but the man who is skilled by experience in handling all lines of that article?" A grocer can tell nothing about gold, jewelry, or good quality silver-ware. A jeweler knows nothing about the quality of soap; and while there are only a few brands of what might be termed good soap in Canada, if the Government approached all of the soap manufacturers, they might all say that theirs was the best. But the skilled grocer knows, and he can tell you, and the manufacturers know that a skilled grocer knows what he is talking about. To still more strongly impress the importance of this argument, we ask you, if you are not a merchant tailor, to try to guess what make of cloth your clothes are made out of, and likely you have been wearing clothes for many years, but unless you are experienced you will be sure to guess wrong.

The merchant tailor who knows his business can tell you, because he has learned his business. Outside of the par-

ticular business that we have learned, we know very little, and this applies to Major Generals as well as to Cabinet Ministers, and to all others. The middleman who desires to build up his business and to keep his name over his door untarnished, and who has a knowledge of the quality and make of goods in his line, stands between the manufacturer and the consumer, and in his own self-interest would naturally see that his customer got the best value, and the best make for the price that was paid.

Customer's Interest Comes First

The great majority of retailers or "Middlemen" as they are called, have no financial interest in any manufacturing concern. They gather the products of the various manufacturers together, and this gives them an opportunity to make comparisons and to find out what their customers say about certain lines that they buy, and if the experience of the customer proves that certain lines do not wear well, they discontinue handling these lines.

With an intelligent retailer the customer's interest is his first consideration, as the only way in which he can increase his business is by having satisfied customers, and those who will continue to give the merchant his patronage.

The "Middleman" is therefore not only necessary, but essential, and his services can never be dispensed with.



Letters to the Editor

Editor Canadian Grocer:

Apropos to your reply in a recent issue to "Subscriber" relative to meeting the "price-cutter," the writer thinks in his case that the competitor referred to certainly cannot stay long if he continues such an erratic policy, the prices mentioned are so far from what he should get. "Subscriber," therefore, should not feel justified in meeting his prices.

But there is another kind of "business hog" which is more dangerous, because he can stay longer, and in many cases even seems to make a mild success of his business. This is the fellow who does not ordinarily make such radical concessions to the consumer, but will make any old price in order to outsell his competitors regardless of market values or margins of profit, and at the same time will pay farmers more for their produce than his fellow-dealers. His main object is to undersell and out-bid everyone

else, and thus popularize his store at the expense of the merchant who is trying to obtain an honest profit. Remember he only purposes to undersell others by the merest margin, but he always does it regardless of cost price. Then, too, he makes leaders of nearly every article he carries from time to time. This, the writer feels, is not good business either, as it tends to give the public a wrong idea of your profits, as they naturally believe that the merchant is making a profit, regardless of price of article put up.

The writer has always believed that it was better to do a good careful business at a fair margin of profit than to have a large turnover on a smaller margin. This store has always had a reputation for quality, and, in spite of price-cutting competition, it has always enjoyed a good share of the trade and a more desirable class of customers, at all times aiming to give our patrons goods and service the best obtainable, as well as keeping our store sweet and clean.

I have been tempted so many times to open up on our friend the "business hog" here, and give him a good big run for his money, but always so far have considered it better discretion to follow our usual policy, especially inasmuch as our turnover and profits have not been unsatisfactory.

What would you do if you were in my place?

Yours very truly,

RETAILER.

• • •

THAT \$4 SUGAR AGAIN

Editor Canadian Grocer.—In reference to a certain "co-operative" body and the selling of sugar at \$4 per cwt., at first their local agent here put out a few dodgers setting forth the wonderful things they would do. When I saw these dodgers it aroused my curiosity, and I began to investigate and found just as you say that the sugar deal had the provision that to secure it at the price advertised a customer had to buy an assortment of goods, which assortment was made up by the "co-operative" to suit their own purpose and comprised goods mostly that carried a good margin of profit with the smaller value of the assortment in sugar. The party from whom I borrowed the catalogue claimed she had but one small transaction with them, but found out she could do as well or better right at home, so considered she was out her membership fee. Anyway, they did not get on our corns hard enough to make us feel it, so received very little attention from the merchants here. At the same time, I feel that this concern should be investigated by the Government in the interests of the buying public to see if they are

(Continued on page 35.)



THRO' OTHER SPECTACLES



Decrease in Number of Idle Cars

Journal of Commerce, Montreal

On September 1st, the gross surplus of idle cars was 189,919 compared with 266,312 on August 1st, and during the month the gross shortage increased from the nominal figure of 948 to 6,260. The net surplus of box cars on September 1st stood at 99,018 against 131,990 a month before, while the coal car surplus changed from 74,074 on August 1st to 38,587.

During the month of August the car surpluses followed a normal course for the season of the year, and the decrease was substantial. In fact, the decrease of 81,705 was the largest change recorded so far in the current calendar year. The shrinkage in the coal car surplus denoted considerable demand for that class of cars. Earnings figure of the coal roads, particularly the bituminous carriers, are showing that coal traffic is exceedingly brisk.

There was also during August a good decline in the number of box cars available. The Southwestern roads were hampered in the month by the storm at Galveston, and probably in the Northwest there was some accumulation in anticipation of the movement of grain to market, which ordinarily reaches its peak in October and November.

Canadian lines reported a better demand for box cars and the southeastern roads had a greater movement of coal and box cars.

A year ago there was a net surplus of idle cars of 163,326, or about 20,000 less than at present. With the big crop to be hauled, the figures in the next few months should go below those of last year.

* * *

Taxing Co-operative Profits

The Irish Grocer, Belfast

There is a flutter in the co-operative societies' dovecoats, for it seems probable that an attempt will be made to tax profits, which hitherto have been exempt. It is stated that these societies in 1913 earned profits to the extent approximately of £15,000,000. Complaints of the unfairness of the exemption have been made on various occasions, and, apparently, with good reason. The ordinary trader is compelled to contribute his quota to the revenue; at the same time he feels the competition of the societies.

The latter can buy and stock in large quantities, and there is the danger that the small man may be ousted. The suggestion of taxation may not be palatable to the societies; but as their operations confer benefits, they should also share in responsibilities. Whatever may have been done, or left undone, in the past, there can be no question that at the present time all profits earned afford a legitimate subject of taxation.

* * *

Canned Tomatoes in the U.S.

Journal of Commerce, New York

With reports estimating that there will be less than 60 per cent. tomato crop harvested in the United States this year, packers during the past week have advanced their prices 25 per cent., and Eastern operators are predicting that figures will mount still higher for all stocks of canned tomatoes before the winter is over. Buyers who could not be tempted to purchase more than was needed for their immediate demands two weeks ago have been securing supplies from all sides during the past seven days and have willingly paid prices which were from a quarter to a third above the figures that the same goods could have been obtained for on September 1.

Late August storms caused the damage that has so reduced the estimates which are being made of the 1915 yield. With a smaller acreage set out this year than was planted last season, on account of the belief that there was a large carryover in the hands of the jobbers and packers, the first estimates which were made of this year's crop were from 2,000,000 to 3,000,000 cases below the pack that was made in 1914. The total pack which was reported for last year was 15,222,000 cases, while the pack for the previous season amounted to slightly more than 14,000,000. This summer the 1915 pack, according to the prospects, was expected to reach a total of approximately 12,000,000 to 13,000,000 cases. This estimate has now been reduced to less than 9,000,000 cases, and some conservative operators are setting the figures close to 7,500,000 cases.

The hot weather which was experienced in all the middle Atlantic States last week and which was felt to a less degree in the Middle West has caused further damage to the already short crop of to-

matoes which was left after the wind and rain storms of last month. The intense heat parched the ground, burned up the vines and rotted the tomatoes until they are said to be practically worthless for canning purposes. Southern packers report that the present outlook is more discouraging than it has been at any other time during the present season. This is the critical period for the tomatoes and the weather is reported to be ruining the few tomatoes that are left on the vines. With the fruit soaked by the heavy rain storms, the unusual heat has sealed the fruit and destroyed acres upon acres of fruit that might have been harvested in a week or so.

* * *

Price-Cutting

Retail Grocers' Review, Vancouver, B.C.

There are many reasons why the price-cutter in the retail business is neither fair to himself or to his customers. Especially in the grocery business is this noticeable. Where any cutting of price along staple lines is practised it is almost impossible to give the customers fair treatment and fair weights and honest measures without financial loss which will injure any retail business.

It is really more economical for the people to buy from a first-class grocery house whose prices are set by a policy which insists on a fair amount of profit for the service it renders to its customers. Such a concern is able to give the best service and the best merchandise, and in the end it is cheaper to trade with a store of this kind. The cheaper retailers have proven by dearly bought lessons and have found out that it pays to give the best service possible and to give the best merchandise obtainable.



FUEL MOLASSES FROM HAWAII

Fuel molasses is to be shipped from Hawaii to the Pacific Coast, where it will compete with California fuel oil. A big Hawaiian sugar company has petitioned the Honolulu Board of Harbor Commissioners for permission to install molasses tanks and a pumping station on Kuhio Bay wharf, which may be used for shipping waste molasses from all plantations at 1 cent per barrel—the cost of operating the plant.



THE CLERKS' PAGE



TRAINING RETAIL CLERKS

At a meeting of the retail merchants' committee of the Halifax Board of Trade recently, the matter of technical training for retail clerks was discussed with Principal Sexton, of the Technical College. While a definite plan was not drawn up all present expressed themselves in favor of the idea of the classes being formed and promised support for the movement.

It was decided to draw up a plan or programme to be submitted to a general meeting of retail merchants of the city, to be held probably the first week in October, when a definite plan will be formulated for formation of a class in conjunction with the technical schools programme. The subjects proposed are: The profession of salesmanship, methods of marketing, study of customer, study of goods or service, retail salesmanship, selling to dealers, sale of specialties, long range salesmanship, sales organization and management, credits and collections, law that salesmen should know, and selling one's own services.

These subjects would be spread over a series of classes and a student would be called upon to take an examination on which a diploma would be given. Large manufacturing concerns now hold such classes to instruct their salesmen previous to sending them out and many large concerns in the United States, England and elsewhere employ experts to instruct their help.

The general meeting of retail merchants early in October will be addressed by several speakers.

CANADIAN WINNERS IN BIG CONTEST

Many Canadian window trimmers won prizes given by the Rice Leaders of the World Association for displaying goods manufactured by members of that association. This contest was referred to in Canadian Grocer some months ago, when it was first put on, and now the winners have been announced. There was also a contest on writing what the association termed "Idea Letters." Prizes to the extent of \$15,000 were given for the best windows and to the extent of \$10,000 for the best idea letters.

Canadian winners in the window display contest were as follows:—A. M. Bell & Co., of Halifax, N.S., \$100; D. E. MacDonald Bros., Guelph, Ont., \$50; Richardson & Bishop, Winnipeg, Man., \$25; the Marks-Clavet-Dobie Co., Port Arthur, Ont., \$25; the Ashdown Hardware Co., Winnipeg, two \$10 prizes; the Canadian Fairbanks-Morse Co., of Quebec, \$10; the Day Hardware Co., of Red Deer, Alta., \$10; the Somerville Hardware Co., of Edmonton, Alta., \$10.

A VALUABLE TREE

An alligator pear tree has been insured by Lloyd's for \$30,000. This makes an American tree, situated in Los Angeles County, Cal., the most valuable tree in the world, even outstripping the centuries old date palms of Arabia. Through the enterprise of Lloyd's, of London, this tree is insured against damage by wind or rain.

This avocado tree grows on a fruit ranch in Whittier, Cal. Last year it produced 3,000 pears, which brought the owner an average of 50 cents apiece.

Besides the pears, which are used extensively for salads, the owner received \$1,500 for the bud wood. The total amount brought by the tree last year was \$3,000, which is equivalent to the interest (at 5 per cent.) of a \$60,000 investment.

Not only is the tree valuable in its production of fruit and bud wood, but valuable by-products can be taken from the fruit, allowing no waste in the event of over-ripeness or spoiling. The seed is used for the making of black lye, and any fruit unfit for market purposes can be squeezed and the oil expressed.

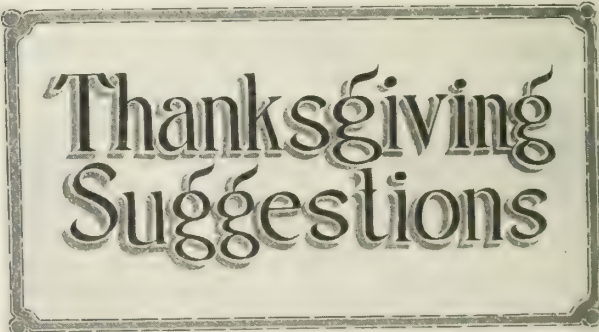
SELLING MORE APPLES

An excellent method of promoting the sale of fancy apples, and one which is said to be new in Vancouver, B.C., has been adopted by McTaggart's Grocery. Well-colored apples are packed in peach baskets with wire handles, containing about 8 lbs. net of fruit each.

These look so attractive that they find a ready sale at a good price. The purchasers have principally been office men and employees of large firms, who like to have their afternoon apple at their business premises, and apparently appreciate the convenience of the package. Fifty cents per basket is the price obtained at present.

PAY AS YOU GO

To live within one's income is the secret of prosperity. Happiness is the heritage of the one who adheres to this rule, and a contented mind and an ever increasing bank account will belong to the one who buys only what he can pay for.



Thanksgiving
Suggestions

An attractive display card for use with a Thanksgiving window trim. A card like this will start the onlooker thinking.

CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.

Quebec and Maritime Provinces

C. E. Pratt, general merchant, St. Peters Bay, P.E.I., has registered.

G. S. Cosman has purchased the general store business of A. E. Whelpley, Kingston, N. B.

Ald. J. N. Beaumont, of the Dominion Fish and Fruit Co., Quebec, P.Q., died Sept. 29, at the age of 39.

William Robb, formerly treasurer of the City of Montreal, died on his way to church last Sunday. Before entering the service of the city, he was connected with David Torrance, wholesale grocers. He was 79 years of age.

R. T. Caldwell has purchased the grocery and provision business of W. A. Sutton, Kentville, N.S. Mr. Caldwell has had charge of Yerxa's grocery then for nearly four years. Kenneth E. Rogers succeeds Mr. Caldwell.

Ontario

Frank Johnston, grocer, Toronto, has sold to Allen H. Colwill.

Arthur Norris has purchased the grocery business of J. F. Cryderman.

Robt. Pyke has purchased the grocery business of Miss R. J. Laird, Toronto.

O. J. Crockford & Son, grocers, Toronto have sold S. J. Miller & Co., Ltd.

Alex. Sangster has bought the general store of W. B. Holland, Rebecca, Ont.

D. Gieger, New Hamburg, Ont., has purchased the grocery business from A. Berlet.

W. J. Puffer has purchased the grocery business of C. Andrews, Norwood, Ont.

Thomas Shaw, a London, Ont., grocer, was a butter judge at the recent Thornedale Fair.

Hugh McEwing, a pioneer general merchant of Palmerston, Ont., passed away recently.

Ed. Armson has opened in Barrie, Ont., a new grocery store with new stock and new fixtures.

H. Geach, a London, Ont., grocer, was accidentally shot recently while rabbit hunting with a friend.

Frank Shaw, son of Thos. Shaw, London, Ont., underwent an operation recently for appendicitis.

Robert Durst, grocer, Dundas Street, London, Ont., has made an improvement to his store lately by the enlargement of the windows.

Jackson & Sons, grocers, Guelph, Ont., have moved into the store recently vacated by Benson Bros.

Royal Church, of Church Bros. and Hubbs, canners and evaporators, Picton, Ont., passed away recently.

Stock of the estate of Goren Bros., general merchants, Fort William, Ont., has been sold to Wm. Yeomans.

The Harding Company, wholesale grocers and provision dealers, St Thomas, Ont., are erecting a new three-storey warehouse on St. Catherine Street. This firm consists of Frank Harding and Herbert Martin.

The Dominion Register Co., Toronto, are now manufacturing their registers in the Wrigley Building, Carlyle Ave., having moved from 96 Ontario St. Their sales offices remain at corner Church and Lombard Sts.

Lord's Sanitary Store, Windsor, Ont., which for nearly three years has conducted business in the McGregor Block, on Ferry Street, has moved to the new McGregor building next the post office.

The Potato Products Co., Limited, has leased a building in Woodstock, Ont., for the manufacture of starch, potato flour and dried potatoes. R. J. Graham, of Belleville, and Hartfield & Scott, of Woodstock, are the chief interested parties.

Western Canada

Whitmore's Bakery, Watrous, Sask., has added a stock of groceries.

Andrew Embury has purchased the general store business of Dowler Bros., Rossendale, Man.

The Ridgeville Trading Co., general merchants, have succeeded N. Rosentock, Ridgeville, Man.

Geo. Wilkie, formerly with Kirkup & Wilkie, Fort William, Ont., died recently in Saskatoon, Sask.

R. S. McCormick and Fred Horner, travellers for Campbell Bros. and Wilson, Winnipeg, have joined the colors.

A. K. Ferguson head of the Adjustment Bureau of the Canadian Credit Men's Association, Winnipeg, for the past three years, has resigned, and is succeeded by Frank Whelpley.

The Retail Grocers' Association of Winnipeg has the assurance of the crown prosecutor that if a list of goods that should not be sold after 6 o'clock is submitted to him, prosecutions for

breach of the early closing by-law in the future will be governed by it. This was the information contained in a report read at the last meeting.

The North-west Commercial Travelers are circulating a petition that will be presented to the Commons, asking for a Federal law that will fix practically all holidays on Monday, except Good Friday, Christmas and New Year's.

A Vancouver, B.C., correspondent writes: One of the most serious problems which confronts retail grocers throughout British Columbia, and no doubt in other parts of Canada as well, is the dumping on the market, of stocks of bankrupt grocery firms which practically demoralize prices and work a great hardship on the other dealers in the same line.

By co-operation several grocers in one district or town could no doubt arrange to secure these bankrupt stocks and obviate the loss. The difficulty is to secure co-operation. Perhaps it would be a good idea for readers of the Canadian Grocer who may have any suggestions to offer on this subject to come forward with them at the present time.

LIEUT. LARKIN OFF TO THE FRONT

Gerald Larkin, lieutenant in the Army Service Corps, has left for duty overseas. Lieut. Larkin is a son of P. C. Larkin, of the Salada Tea Co., Toronto, and is another of the well known young men connected with the grocery manufacturing trade who goes to the front to fight for his country.

A politician who was seeking the votes of a certain community thought it worth while to make mention of his humble origin and early struggles.

"I got my start in life by serving in a grocery at three dollars a week, and yet I managed to save," he announced.

Whereupon a voice from the audience queried: "Was that before the invention of cash registers?"

Fire losses in the United States and Canada for the first half of 1915 were \$93,391,000, as against \$133,018,250 during the same period of 1914.

Currants Advance Again

Grecian Situation Fraught With Possibilities—Valencias Nearly Cleaned Up—The Low Price of Sugar Considering Conditions—Canned Tomatoes Quite Firm.

Office of Publication, Toronto, October 7, 1915.

FROM all over Canada come reports that the potato situation this winter will be very serious. At present supplies are short. It is advanced that farmers are busy ploughing and threshing and do not have time to dig or sell, and that of course, is a condition which time will alter. But it is questioned very much by men who are in a position to know whether or not the potatoes are there, when farmers shall get down to digging and selling. There is no doubt, now, that the changeable and wet weather we have known all summer has played havoc with the potato crop and rot has set in all over Ontario and New Brunswick. Therefore, although prices will be slightly easier when threshing is over and supplies are a little more get-at-able, still, the rot which prevails will mean limited crops even at the best. Prices are 'way up. This week \$1.10 to \$1.15 is the price from wholesaler to retailer on Ontario stuff, and New Brunswick crop is a nickel higher. These prices, as opening quotations, have rarely been exceeded and it looks as though people are going to pay more for potatoes this winter.

The colder weather has stirred up quite a demand for cereals again, and rolled oats are feeling the benefit of this. It appears now that fall weather has definitely come to stay—although this year the weather man has been anything but infallible—and heavy breakfast foods will be in demand. Quite a call for cereals is reported by wholesalers this last few days.

Currants advanced again in Greece last week, and goodness knows they were high enough before. The situation over there at this writing is critical in the extreme and if it develops into making Greece a belligerent nation—on whichever side—freights will be few and far between and so will men to pack and ship the products. With currant prices where they are now, extremely high levels must be asked this winter, and if the war-cat jumps in Greece they may be 'way out of sight. Coupled with this is the continued firmness in raisins. California has got to supply almost everybody with raisins this year, for the Valencia crop is cleaned up already. Both seeded and seedless are abnormally high. Peels are firm too, and altogether the dried fruit situation does not hint at easy levels. This indicates stiffer prices on cakes, Christmas puddings and the like.

QUEBEC MARKETS

Montreal, Oct. 6.—An importer stated this week: "I have been in business for forty years, but the past September was the best I ever had. There has been a gratifying improvement in the demand from the district between Calgary and Winnipeg. B. C. trade is only fair. Ontario is about normal. This indicates to us that supplies in the stores of Canada are small, and wholesale business during the coming fall should be the best in history—that is, for those who have the goods to sell. There has been a wonderful revival since August. Things are certainly better than normal." This came from one of the largest importers of nuts and dried fruits in Eastern Canada.

A large wholesale grocer in Montreal spoke in a similar vein. He stated that business to-day was away ahead of what it was this time last year. This was a

result of the confidence induced by the recent victories of allies. A wholesale dealer in spices also stated that September had been his best month since the war broke out—all of which indicates that a distinct improvement is being felt.

Probably the most serious situation in the grocery market this week is a remarkable advance in the price of potatoes, which were offered to the wholesale trade a week ago in five car lots at 55-60c per bag. To-day dealers are paying 90c here, and farmers predict that the trade will be paying \$1.10 before many days. This is attributed somewhat to a short crop in Ontario, and an exceptional demand. Within a radius of fifty miles of Montreal, also, the crop is reported to be pretty much of a failure. The situation in New Brunswick is also bad. A farmer there, who expected to secure a crop of 900 barrels, only gathered 300 barrels. Asked for the cause of

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Oatmeal declines with oats.
Rye now being milled.
Buckwheat flour will be late.
Ontario flour slightly firmer.
Further decline in rolled oats.

PRODUCTS AND PROVISIONS—

Finest creamery up a cent.
Egg quotations much higher.
Further lard advances.
New honey arriving at last.
Live fowl market easier.

FRUIT AND VEGETABLES—

Fameuse No. 2's open at \$3.00.
Big demand for grapes.
Demand for peaches falling off.
Violent advance in potatoes.
Boston head lettuce arriving.
Hothouse tomatoes offered 10c.

FISH AND OYSTERS—

Codfish in good demand.
Labrador herrings not plentiful.
Haddock and codfish scarcer.
Oyster trade opens with a rush.
Fillets and haddies scarce.
Lobster still selling high.

GENERAL GROCERIES—

Decline in "C.C." Rangoon rice.
Canadian sardines decline again.
New prices on coarse salt.
Sultanas and currants higher.
Shelled almonds advance 3 cents.
Decline in dried bean prices.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Bacon slightly higher.
Compound lard up.
Storage eggs selling.
Cheese up quarter-cent.
Butter again advances.
Old fowl lower.

FISH AND OYSTERS—

Whitefish up to 13c.
Cold weather helps oysters.
Frozen stuff delayed in sale.
Salmon gets demand.

FLOUR AND CEREALS—

Winter wheat flour down.
Several cereals lower.
Rolled oats easier.
Feeds show declines.

FRUITS AND VEGETABLES—

Potato situation serious.
Short supplies coming.
Tokay grapes easier.
Peaches getting higher.
Crab apples scarce.

GENERAL GROCERIES—

Common teas slightly easier.
Tight currant situation.
New apricot prices.
Better demand for cereals.
Fruits and Grecian situation.

this, he stated that last year his fertilizer contained a large percentage of potash, whereas this year the percentage had been small, resulting in a short crop. There is also large wastage caused by blight and rust.

Probably the most important change this week is a decline in the price of "CC" Rangoon rice. This was hardly what was expected, in view of fact that no British rice is being imported. It is apparently a result of competition being felt from Western mills who are said

to be able to bring rice in here cheaper via the Pacific Ocean than is possible via the Suez Canal. Pearl sago is reported to be getting scarce.

Canadian sardines dropped a further 10c per case this week, price now being \$3.15 per case of 100 tins. Winter prices on coarse salt have been named, and are 10c higher. Prices are 80c when carted by the buyer, and 85c when delivered.

SUGAR.—Both wholesalers and refiners report that business is coming much better since the 30c decline last week. Some think that the market has reached the bottom, while others think that it may go lower. There would be a marked improvement in the demand if only a slight improvement occurred in the raw market. Recently raws sold in New York for 2½¢. Refined in New York is still selling at \$5.90. Refiners frankly state that they see no prospect of an advance here until things improve across the border.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 05
20 lb. bags	6 15
2 and 5-lb. cartons	6 35
Yellow Sugars—		
No. 3	5 90
No. 1	5 65
Extra Ground Sugars—		
Barrels	6 40
50 lb. boxes	6 60
25 lb. boxes	6 80
Powdered Sugars—		
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 60
Paris Lumos—		
100 lb. boxes	6 65
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—		
Barrels	6 65
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 05
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—The local demand for tea is steady, with no speculation of any kind. Importers report a firmer market for Ceylons and Indias.

DRIED FRUITS.—The 1914 crop of prunes has been cleaned up. This year's California crop is good, but is said to be under normal volume. Shippers in Washington will take advantage of the 75 per cent. clause of their contracts, and have so notified the trade; that is, if the crop is a short one, they will be at liberty to deliver only 75 per cent. The Oregon crop is running only 30 per cent. of the crop first reported. In California, a large percentage of packers' sales for October have not yet been covered. Wholesalers are paying higher prices for future currants than have been charged to retailers. Owing to the fact that the Greek Government commandeered all steamships plying between Greece and New York, importers have been compelled to withdraw their prices until they know whether the goods will be shipped or not.

Sultanas are up again—a cent per lb. Importers are getting 15c per lb. for them, so that by the time they reach the retailers' shelves they will be almost an impossible commodity.

Valencias are quoted at such high figures, it is likely there will be little come

into this market. California fruits are quoted at normal prices, and the crop is fairly abundant. The cause for Valencias being quoted at such high figures is that the Spanish vineyards have been greatly damaged by mildew as well as to other causes.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09
Apples, choice winter, 50-lb. boxes	0 08½
Apricots	0 15½
Nectarines, choice	0 17½
Peaches, choice	0 10
Pears, choice	0 13½

DRIED FRUITS.		
Candied Peels—		
Citron	0 20 0 21
Lemon	0 13½ 0 14
Orange	0 13½ 0 14

Currants—		
Amallas, loose	0 07½
Amallas, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08
Vostizzas, loose	0 09

Dates—		
Dromedary, package stock, per pkg.	0 09
Fards, choicest	0 12½
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07½ 0 09

Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12

Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09½
90 to 100, in 25-lb. boxes, faced	0 09

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscatsels, loose, 3-crown, lb.	0 09
Sultana, loose	0 14
Sultanas, 1-lb. packages	0 15
Cal. seedless, 16 oz.	0 09
Seedless, 12 oz.	0 08½
Fancy seeded, 12 oz.	0 09
Choice seeded, 12 oz.	0 08½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—There are no new nuts on this market yet, and old ones are getting rather scarce. Shelled almonds in the primary market advanced 3c this week, due to rain damaging the crop in Spain. Shelled filberts advanced 4c per lb. on spot; filberts in shell are rather scarce. It has been discovered that Brazils are really scarcer than was thought, and as a result prices are a good deal higher this week in New York. There was considerable cutting in New York a week ago before the true facts were known.

Almonds, Tara	0 17 0 18
Grenobles, new	0 16 0 17
Marbots, new	0 13½ 0 14
Shelled walnuts, new, per lb.	0 35 0 37
Shelled almonds, 28-lb. boxes, per lb.	0 37 0 38
Sicily filberts	0 14 0 15
Filberts, shelled	0 20 0 21
Peans, large	0 14 0 15
Brazils, old	0 14 0 15
Brazils, new	0 07
Peanuts, No. 1, French	0 07
Peanuts, No. 1, Spanish	0 08½

MOLASSES.—The market is as strong as ever. As a local wholesaler put it, "like cheese, the longer you keep it, the stronger it becomes."

Barbadoes Molasses—		Price for Island of Montreal.
Punchons	0 57 0 48
Barrels	0 60 0 51
Half barrels	0 62 0 53

For outside territories prices range about 3c lower. Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrup—		
Barrels, per lb., 3¼c; ¼ bbls., 4c; ¼ bbls.	0 04½
Pails, 8¾ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

Cane Syrup—		
Barrels, 1 lb., 4¾c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

SPICES.—Nearly everything is firm. Cream of tartar is still quoted at 60c;

there may be some coming in slightly less, but good cream is costing the above figure. Peppers are firm, but no advance in dealers' prices. Quotations generally have not changed much in the past three weeks.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice 0 16 0 69 0 23
Cassia 0 22 0 89 0 29
Cayenne pepper 0 28 1 06 0 35
Cloves 0 28 1 06 0 35
Cream tartar—60c.			
Ginger, Cochon 0 22 0 29
Ginger, Jamaica 0 23	1 00—1 15 0 31
Mace 0 80 1 00
Nutmegs 0 40 2 40 0 75
Pepper, black 0 22	0 90—1 00 0 29
Pepper, white 0 30	1 15—1 20 0 37
Pastry spice 0 22	0 95—1 20 0 29
Pickling spice 0 14—0 16
Turmeric	0 21—0 23

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00 2 50
Caraway		
Canadian	0 13
Dutch	0 16 0 18
Cinnamon, China, lb.	0 14½ 0 16
Mustard seed, bulk	0 19 0 23
Celery seed, bulk	0 36 0 46
Cayenne chillies	0 35
Shredded cocoanut, in pails	0 18½ 0 22
Pimento, whole	12-15

RICE.—Prices are down on Rangoon "CC" and fancy rices. "B" is not affected. This change was made by the Mount Royal Milling Co. in order to meet some outside competition. It appears that rice can be imported via the Pacific Ocean at low freight. This allows B. C. millers to come on this market with their product.

Rangoon Rices—		Per cwt.
Rangoon, "B"	3 91
"C.C."	3 65
India bright	4 00
Lustré	4 10
Fancy Rices—		
Imperial Glace	5 20
Spalte	5 60
Crystal	5 00
Ice drips	5 20
Snow	5 20
Polished	4 10
Pearl	4 40
Mandarin, Patna	4 00
Java Onyx	7 50

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna.		Per lb.
Bags, 254 lbs.	0 05½
Half bags, 12½ lbs.	0 05½
Quarter bags, 56 lbs.	0 05½
Velvet head Carolina	0 09 0 10
Sago, brown	0 06½ 0 07
Tapioca—		
Pearl, lb.	0 07 0 07½
Seed, lb.	0 07 0 07½

DRIED VEGETABLES.—Beans in Ontario are now being harvested, and are not expected to be on the market for four or five weeks in any quantity. Pea beans are going to be of poor quality and light yield. There is a fair crop of yellow eyes of fair quality. This applies chiefly to the Blenheim district, and may be different in other sections. Local wholesalers this week dropped their prices 10c per bushel on hand-picked white beans. This is a result of the arrival of large quantities of Quebec beans on this market. If Ontario beans do not arrive here in less than four or five weeks, some think that possibly prices may advance. Judging from the above decline, the influence of early Quebec beans is greater than that of late Ontario beans. The dried pea situation is about the same. Farmers are ploughing, and are not in a position to thresh. They have to do their ploughing while the

ground is soft, when everything else goes by the board. The Ontario crop is considerably later than it was a year ago.

Beans—		
Canadian, 3 lb. pickers, per bushel	3 45	3 60
Yellow eyes, per bushel	4 00	4 00
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 75	3 25
Peas, split, bag, 88 lbs.	5 50	6 50
Barley, pot, per bag	3 00	3 30
Barley, pearl, lb.	0 05	0 06

ONTARIO MARKETS

Toronto, Oct. 7.—After a detachment of some days, we can view the effect which the two significant events of last week had upon business in general, and the grocery trade in particular. Last week the newspapers gave the news of great and continuous success for the forces of the allies. The big drive had commenced, and was proceeding. The long period of waiting, during which it has been possibly difficult to keep optimism at high-water mark, was ended, and there came "Good news from the Western front." The sentimental effect of such news would have been good, and very good, but when there followed on its heels the announcement that the Anglo-French loan had been successful, the result was a distinct boost for trade.

Confidence is to a material extent a state of mind, and it has a close connection with the pocket. We remember a case some time ago of a retailer who was giving his order to a wholesaler. As he was doing this, an "Extra" came out with war news of an unfortunate kind. Immediately the retailer closed down. "No," he said to the wholesaler, "that's enough. This war looks worse and worse!" If bad news has that effect—and it does—it is reasonable to suppose that good news would have the contrary result. We have waited a long time for good news; now it has come, and in a measure pressed down and running over, and the good effect upon business was immediately felt. Orders crept up both in size and number; wholesalers found it less difficult to sell, for retailers were more willing to buy. The news of last week has, in short, been a tonic to business, and the Street agrees that things have "picked up." What we need now is a continuance of the confident attitude which, adopted when things were blue, has been abundantly justified during the last few days. Canadian Grocer is ever among the optimists—for optimism is the best policy—as a business resource. There is more justification now for sane confidence than ever, and if we demonstrate it, it will have powerful results.

The news that the allies had secured the half billion they wanted from the United States is of considerable moment. We have, in these market reports, shown again and again that shipping and export business has received a severe check because of the uncertainty felt here with

regard to exchange rates. For some time exchange has been far from par, going down almost to \$4.50, and it has been a source of at least worry, and many times distinct loss to shippers this side the water, because shipping and allowing for exchange at par or somewhere near it, they were liable to find that actual exchange in London wash much below that. Now, according to a prominent banker in the city, the market for sterling exchange will steady around \$4.70 to \$4.75, and shippers may act with reasonable assurance that they are not going to drop a lot of money in export shipments to Britain. This applies particularly to wheat and flour. Many men have hesitated to sell or, at least, to sell their London bills with such a low rate of exchange, and the grain business certainly received a check. With steady exchange it is possible to allow a margin between rates here and in London and cover that margin in the selling price. We may be truly thankful that this loan, with its beneficent influence, has come at this time.

The situation in canned goods is again noteworthy. Tomatoes have not advanced again, but they display remarkable firmness, and higher prices are expected.

Dates have advanced 1c. There is a big demand being felt in New York, and it is echoed, in some sort, this side the line.

SUGAR.—The situation is weak and easy. There is too much refined in New York, more than can be consumed, and raws are accumulating. Refiners are only buying raws in a hand-to-mouth way, and the whole situation is weak. The present price is low when taxes are taken into consideration. Values now, allowing for the additional war tax, are only a quarter of a cent a pound above what they were at the outbreak of war. It is suggested that though the situation lacks strength, further declines are not immediately probable. Buying in this market is half-hearted. Nobody displays much interest.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
20 lb. bags	6 21
10 lb. bags	6 26
2 and 5-lb. cartons	6 40
Nova Scotia refined, 100-lb. bags	6 01
New Brunswick refined, 100-lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 76
100 lb. boxes	6 86
50 lb. boxes	6 96
Cartons (20 to case)	7 51
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	6 86
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

MOLASSES AND SYRUPS.—The demand for corn syrup steadily increases

as the colder weather becomes daily more permanent. Orders are not abundant yet, but they are growing right along.

Molasses is still firm, and it is an advancing market. Even this market, which is not anything like as interesting as is Quebec, is feeling the effect of the firmness, and a good demand is the order of the day. We quote 65c; this is certainly not low, and the market, as we say, displays every tendency to firmness.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 3½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 1 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4½c; ½ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	0 60 0 65

DRIED FRUITS.—The currant situation is rapidly getting to be acute. Currants advanced in Greece again last week as a result of the Government's commandeering the boats, and now the war news is fraught with all sorts of possibilities. If Greece actually gets into the war it will mean a really difficult situation; men would be requisitioned, and that would mean a dearth of labor for packing, shipping and the like. And freights would be corralled by the Government to an even greater extent. The worst possibility of all is that if Greece become an ally of the Germanic forces, in which case we couldn't get any shipments through to this country. Some, of course, are en route now, but there are only a drop in the bucket. If Greece declares war, whichever way she does it, it will be at an unfortunate moment for currants, as the next few weeks are the big shipping time. There is no outlook but that of tightness in currants this year.

The price on apricots, for futures, has advanced almost two cents. The supplies are not as large as estimated, and this, together with a brisk demand, implies strength to the market. It is said, too, that some export is going on. There are some new apricots in now, and we have altered our quotations to conform to this condition. Standards are worth 10½c to 11c, and choice a cent higher. These prices apply to goods bought some time ago. To buy futures, considerably higher levels would obtain.

Package dates are up 1c on advices from New York, and we have changed our quotations on this line to 7½c to 9c, which is distinctly high. There is a better demand for dates at present.

Prices, on the other hand, show a slight decline in new stuff. Supplies, a limited lot, are now in, and demand is easy.

Valencias are few and far between. Only very limited supplies are apportioned to this market, and they were all bought up long ago. There are no others

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around. We make no change in price from last week, except to say that our figure is firm, and we should not be surprised if even higher levels are asked and gotten.

Seeded and seedless raisins are all firm and high and advancing. California has a big job on; because of the lack of Valencias, California will have to supply all raisins, and crops are none too heavy for so big an undertaking.

A few new prunes are on the market, and are fetching good prices. There is nothing new in the prune situation.

Apricots—		
Standard, 25 lb. boxes	0 10½	0 11
Choice, 25 lb. boxes	0 11	0 12
Apples, evaporated, per lb.	0 03	0 08½
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 20	0 23
Currents—		
Filiatras, per lb.	0 09½	0 10½
Amalas, choicest, per lb.	0 10	0 10½
Patras, per lb.	0 10½	0 11½
Vostizzas, choice	0 12	0 13
Cleaned, ½ cent more.		

Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 07½

Prunes—		
30-40s, California, 25 lb. boxes	0 11	0 12
40-50s, 25 lb. boxes	0 10	0 11
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ½c more.		

Peaches—		
Choice, 50 lb. boxes	0 06	0 06½
25 lb. boxes ¼c more.		

Raisins—		
Valencia	0 13½	0 14½
Seeded, fancy, 1 lb. packets	0 09	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	

NUTS.—There is nothing of note to add to our extended report of last week. Demand does not seem particularly strong for any lines just now, because this is pre-eminently a waiting market. Nobody knows when goods on order will be arriving. Nevertheless the fact of a big call means firm levels.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 17	0 15
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbats	0 13	0 14

Shelled—		
Almonds	0 38	0 40
Filberts	0 35	
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 38	0 40

SPICES.—The high spot in this market once more is peppers. For both black and white there is good demand, and stocks are light. The old conditions obtain; there is such a demand that as soon as shipments arrive in New York they are quickly swallowed up and hardly seem to make the market tone one iota easier. Cassias are finding a brisk demand right now, and though there is no quotable change, the price is quite firm. Ginger is somewhat easier at this writing, but as our price was, if anything, on the low side, there is no change.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	—0 10	—0 16
Allspices, whole	—0 15	—0 15
Cassia, whole	—0 21	—0 32

Cassia, ground	0 14—0 16	0 22—0 30
Cinnamon, Batavia	—	0 27—0 35
Cloves, whole	—	0 27—0 35
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 50—0 60
Curry powder	—	0 30—0 35
Ginger, Cochon	0 15—0 17	0 18—0 22
Ginger, Jamaica, ground	0 18—0 21	0 22—0 25
Ginger, Jamaica, whole	—	0 25—0 35
Ginger, African, ground	—	0 14—0 18
Mace	—	0 80—1 00
Nutmegs, brown, 64s, 52c, 80s, 42c, 100s	—	—
Nutmegs, ground, bulk, 45c, 1	—	—0 30
lb. tins	—	—0 50
Pastry spice	—	0 22—0 25
Peppers, black, ground	0 14—0 18	0 20—0 24
Peppers, black, whole	—	0 20—0 24
Peppers, white, ground	0 19—0 24	0 36—0 38
Peppers, white, whole	—	0 36—0 38
Pickling spice	—	0 16—0 20
Turmeric	—	0 18—0 20

TEA.—A cable sent to a concern here indicates a slightly easier tone to common Indians at the London auction Monday. Fine and medium grades are exceptionally firm in London. The additional tax will certainly make a difference. Fine Orange Pekoes—we learn from the London Grocer—are selling at 1/8 to 2/4 (or 40 cents to 54 cents) and when the tax of twenty-four cents is added to that, and the dealer's and the retailer's profits taken off, it means that the price will be well over a dollar. This, it is suggested by some teamen, is prohibitive and the tax may mean a radical difference to tea consumption in England. It should, of course, be remembered, that the Englishman likes his tea. There is a better demand noticed here in Ontario just now and once more our old friend "tea-tax" is coming into the limelight. One of the teamen tells us that ever since the duty came off tea thirty-five years ago, each year brings talk of a tea-tax, but it never materializes. Nevertheless, it seems to have a sentimental effect on buying and wholesalers are buying more or less heavily.

CANNED GOODS.—The feature of this market continues to be big demand for tomatoes, and the firmness in price. There is no actual advance this week, but one appears to be in the offing. The crop has turned out smaller even than was thought and export is taking big stocks. We may see still higher prices on tomatoes. This year demand is 'way better than for some seasons and at the same time stocks are not in such a good position to take care of it.

Corn has eased up a little this week, and while prices are not weak, demand is not so insistent. Peas share the same condition.

Chums, 1-lb. talls	0 90
Pinks, 1-lb. talls	1 20
Coboes, 1-lb. talls	1 45
Red Springs, 1-lb. talls	2 60
Humpback, 1-lb. talls	0 50
Salmon, Sockeye—	
1 lb. talls, cases 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 57½
Five cases or more, 2½c doz. less than above.	

Canned Vegetables—		
Tomatoes, 3's	1 00	1 10
Peas, standards	0 90	
Early June peas	0 95	
Extra sifted peas	1 45	
Corn, 2's, doz.	0 90	

MANITOBA MARKETS

Winnipeg, Oct. 6.—Wet weather has been very discouraging alike to farmer, retailer and wholesaler, and there is no ignoring the fact that serious damage

has been done. At the same time, the surplus crop this year is so large and the amount already threshed assuredly is equal to last year's entire crop that the deterioration of a few million bushels should not be magnified into a calamity. It is worthy of note that France and Britain are now asking for wheat, and there is good inquiry from Italy and Greece. Wheat is apparently not going much lower, and if transportation can be found it will go up, no matter how heavy the Western movement may be.

Of some interest is the fact that mustard stocks here are near vanishing point. A large quantity, it is stated, went down in the Hesperian, and until the new shipments get here, mustard will be scarce.

Generally country trade is excellent; city business quiet, but improving.

SUGARS.—Prices are unchanged for the week, but the market is unsettled.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	6 55
Extra ground or icing, boxes	7 50
Extra ground or icing, bbls.	7 30
Powdered, boxes	6 70
Powdered, bbls.	6 80
Hard lump (100-lb. case)	7 60
Montreal, yellow, bags	6 25

Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 50 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 50
Powdered, 50s	7 05
Powdered, 15s	7 40
Icing, barrels	7 35
Icing, 50s	7 60
Cut loaf, barrels	7 45
Cut loaf, 50s	7 70
Cut loaf, 25s	7 85

Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar, bbls.	6 75
Bar sugar, boxes	7 00
Icing sugar, bbls.	6 95
Icing sugar, boxes	6 60
H. P. lumps, 100-lb. cases	7 05
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	8 20

Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 03

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ¼ gal., quarts, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS.—Turkey cooking figs will be unobtainable, but there are California lines that will shortly be available to take their place. Dried fruits are now steady, and are not likely to show much activity until there is a less abundant supply of fresh fruits.

Apples, evaporated new, 5's	0 85
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 ½
Currents—	
Dry clean	0 08 ½
Washed	0 09
1 lb. package	0 10 ½
2 lb. package	0 13
Vostizzas, bulk	1
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07 ½
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06½
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 07½

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Raisins, Muscatels—		
3 crown, loose, 25's	0 09 1/4	
3 crown, loose, 50's	0 09	
Raisins, Sultan—		
Corinthian Giants	0 13 1/4	
Superfine	0 12 1/4	
Finest	0 10 1/2	
Fine	0 10 1/4	
Prunes, in 25-lb. boxes—		
80 to 100	0 09 1/4	
80 to 90	0 09 1/2	
70 to 80	0 10	
60 to 70	0 10 1/4	
50 to 60	0 11	
40 to 50	0 11 1/4	
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	0 15 1/2	
5-crown, 10-lb. boxes, per lb.	0 15	
5-crown, 10-lb. boxes, per lb.	0 13 1/4	
4-crown, 10-lb. boxes, per lb.	0 15	
3-crown, 10-lb. boxes, per lb.	0 12 1/2	
Glove boxes, per doz.	1 00	
Cooking figs, taps, about 5 lbs., lb.	0 07 1/4	
Cooking figs, choice naturals, 28-lb. bags	0 07	0 07 1/4

RICE AND TAPIOCA.—

Rice and Tapioca—		
No. 1 Japan, per lb.	0 06	
No. 2 Japan, per lb.	0 04 1/2	
Sia, per lb.	0 03 1/4	
Patna, per lb.	0 07 1/4	
Carolina, per lb.	0 08 1/4	
Sago, pearl, lb.	0 06 1/2	
Tapioca, pearl	0 06	0 06 1/2

DRIED VEGETABLES.—

Beans—		
California, hand-picked, per bushel	4 30	
Three-lb. pickers	5 65	
California Lima Beans—		
Bag lots	0 07 1/2	
Less than bag lots	0 06 1/2	
Barley—		
Pot, per sack, 96 lbs.	3 30	
Pearl, per sack, 96 lbs.	4 30	
Peas—		
Split peas, sack, 98 lbs.	6 00	
Sacks, 40's	3 02	
Whole peas, bushel	2 90	

VANCOUVER MARKETS

By Wire.

Vancouver, Oct. 7.—Butter is firm, but unchanged; eggs also. Cheese, finest: Ontario solids is now 17c, and twins 17 1/4c. Business is fairly brisk, with collections fair. Dawson shipments ing rushed in view of the closing of navigation.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 31-4 33
New Zealand cubes	Open
New Zealand brick	Open
Cheese, per lb., large, 17c; twins	0 17 1/4
EGGS—	
Local fresh	0 43
Extra selected	0 28
Vancouver Island	0 20
Lard, 3's, per case	8 25
Lard, 5's, per case	8 17
Lard, 10's, per case	8 10
Lard, 20's, each	10 50

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05 1/2
Cream of tartar, lb.	60 c
Beans, Lyton	0 06 1/2
Figs, 12 1/2 oz. packages, per box	0 85
Figs, 50-60 oz. packages, per pkg.	2 25
Cocunut, lb.	18 1/2c
Cornmeal, ball	43 00
Flour, best patents, per bbl.	6 30
Lemons, box	3 50
Potatoes, per ton	10 00
15 00	
Roller oats, ball of 80 lbs.	3 10
Onions, lb.	0 01 1/4
Oranges, box	5 00
Rice, 50's	1 90
Sugar, standard gran, per cwt.	7 25
Sugar, yellow, per cwt.	6 60
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4 lb. tins, doz.	7 60

CANNED GOODS.

Apples, gals., 5/case	\$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard 2's, case	1 90
Peaches 2 1/2's, case	3 80
Strawberries and raspberries 2's, case	4 50
Tomatoes, standard, per dozen, case	2 40

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinkies, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 10c; Apples, lb.	09 1/2c
Prunes, 70-80, 25's, lb.	09 c
Currents, per lb., 9c; Raisins, seeded, lb.	09 c
Peaches, per lb.	06 c
White figs, per lb.	05 1/2c

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Oct. 7.—Light rains have made a slight depression in business, the harvest being delayed. Large orders are being received from the North Country, and city trade is excellent. Shelled walnuts are 38c lb; cheese, 17 1/2c; butter, dairy, No. 1, 29c. Lards are higher.

As announced last week, all grades Canadian refined sugars declined 30c per hundred pounds on September 24. The immediate cause of this reduction was declines in the New York raw market, and the weaker tone and tendency in raws largely due to the usual hand-to-mouth buying in the States during September, when domestic beet begins to have some effect on the market.

Prices continue to advance on corn, peas and tomatoes. Crop reports are far from favorable, and it is probable that higher markets will yet be seen.

There are rumors of damage to the crop of Tarragona almonds, and this may account for prices being held on such a high basis. New crop walnuts are usually quite late in reaching this market. Prices will probably be nearly same as last season. Sicily filberts are held firm, but as this line, which has been exported in large quantities to Germany and Austria in former years, cannot be shipped to these countries now, there may be lower prices if we can get the supplies.

Some manufacturers of vinegar have advanced prices owing to the heavy advances in the price of alcohol, and present quotations of such manufacturers are subject to change without notice.

Connors Bros., packers of sardines in New Brunswick, report that the fish are more plentiful, and have reduced their price 40c per case.

Egg market is strong and receipts are light with demand good.

General—		
Beans, Ashcroft, lb.	0 06 1/4	
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, lb.	0 18	0 19
Potatoes, per bush.	0 25	0 35
Roller oats, 20's, 80c; 40's	1 80	
Roller oats, ball, 22 1/2; 80's	1 75	
Flour, fancy patents	2 95	
Flour, seconds	2 80	
Rice, Siam, per cwt.	3 90	
Sugar, standard gran, per cwt.	7 25	
Sugar, yellow, per cwt.	6 85	
Walnuts, shelled, lb.	6 38	

Produce and Provisions—

Cheese, now, lb.	0 17 1/2	
Bacon, lb., 20c; bellies, lb.	0 30 1/2	
Butter, creamery, per lb.	0 30	
Butter, dairy, No. 1	0 29	
Eggs, new laids	0 35	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	8 90	
Lard, pure, 5's, per case	8 95	
Lard, 10's, per case	9 00	
Lard, pure, 20's, each	2 83	

Canned Goods—

Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, 24-45; raspberries	4 70
Tomatoes, standard, per 2 dozen	2 60
Salmon, sockeye, 4 doz. talls, case, 1s	9 70
Salmon, pinkies, case	4 75
Cohoes, 1's, \$5.85; humpbacks, 1's	4 35
Lobster	2 35

Dried Fruits—

Evaporated apples, 50's	0 10 1/4
Apricots, 25's	0 10 1/4
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100 25's, unfaced	0 07 1/2

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Oct. 7.—Tomatoes, threes up 20c case. Lard has jumped 1/2c; and cheese is now quoted at 18c, and storage eggs are up to \$8.50 a case. Canteloupes are plentiful at \$2 a case, and are finding ready sale. Oranges are away up, being quoted at \$5.50 to \$6.50. Lemons are down to \$5.50 a case. Ripe tomatoes are 90c a crate. Showery weather is retarding threshing. Business generally brisk.

General—

Beans, small white Japan, lb.	0 06 1/4
Flour, No. 1 patent, 95's	2 90
Molasses, extra fancy, gal.	0 67
Roller oats, ball	2 55
Roller oats, 80s	2 15
Rice, Siam, cwt.	4 40
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 25
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 18
Butter, No. 1, dairy, lb.	0 25
Eggs, new laid, doz.	0 35
Eggs, storage, case	8 50
Lard, pure, 3s, per case	8 70
Lard, pure, 5s, per case	8 75
Bacon, smoked backs, per lb.	0 19
Bacon, smoked bellies, per lb.	0 21

Canned Goods—

Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 25
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Lobster, 1/2, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50

Dried Fruits—

Evaporated apples, 50s, per lb.	0 09 1/4
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14

Fruits and Vegetables—

Blackberries	2 00
Blueberries, Ont., basket	2 70
Cantaloupes, case	2 00
Grapefruit, Cal.	5 00
Oranges, case	5 50
Lemons, case	5 50
Peaches, crate	0 75
Tomatoes, 4-basket crates	0 90

SASKATCHEWAN MARKETS

By Wire.

Regina, Sask., Oct. 6.—Threshing in Saskatchewan has been delayed through rain. For the past month, off and on, considerable rain has fallen, and harvesting operations have not been what might be termed continuous. The rain, however, has helped to fill the wells and the sloughs, which in many districts were empty, thus creating a serious situation. Water had before been carried by train and by wagon many miles to supply the threshing gangs. Where threshing has been continued, the grade of the grain is good, and the yield is very satisfactory. Shortage of threshing machines is reported in some districts.

Markets are fairly quiet this week. A slight advance has taken place in lard. Eggs and dairy products continue firm, and eggs are still scarce. Grapes are arriving in quantities, and are fairly cheap. Other fall goods are now on the market, including pickling goods, and all lines of fall fruits.

Produce and Provisions—

Butter, creamery, per lb.	0 28
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 16 1/2
Eggs, new laids	0 31
Lard, 3's, per case	8 20

Lard, 5's, per case	8 15
Lard, 10's, per case	8 10
Lard, 20's, each	2 70
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 1/2
Cream of tartar, lb.	0 50
Cocoa nut, lb.	0 19
Cornmeal, bbl.	2 95
Apricots, per lb.	0 12
Flour, 98's	3 15
Rolled oats, 80's	2 15
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 74
Walnuts, shelled, 4lc; almonds	0 41
Canned Goods—	
Apples, gals., case	1 58
Beans	2 25
Corn, standard, per 2 dozen	2 00
Peas, standard, per 2 dozen	2 00
Plums, Lombard	2 10
Peaches	3 10
Strawberries, 4.33; Strawberries	4 73
Tomatoes, standard, per case	2 45
Salmon—	
Sockeye, 1's, 4 doz. case	9 55
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 50
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 11
Sweet potatoes, per crate	4 50
Lemons	5 70
Oranges, Valencias	5 75
Potatoes	0 80
Tomatoes	0 90
Dried Fruits—	
Currants, per lb.	0 09 1/2
Prunes, 76-80, 25's, lb.	0 10 1/2
Evap. apples, 50's, lb.	0 09 1/2

NEW BRUNSWICK MARKETS

By Wire.

St. John, Oct. 7.—Market is generally quiet and changes are few. Sugar market is steady after different lowerings, though some dealers are expecting a further slight drop. Buying is slow on cur-

rants at 9 3/4c to 10c. There is much firmer tone, and prices are expected to go higher because of the Grecian situation and short market. Good prospects in oats have made an easier market in oatmeal. Cheese is firmer at 15 3/4c to 16 1/4c. Demand is better. Eggs are slightly higher at 28c to 30c. Butter is none too plentiful, with dairy up to 26c and 27c. Vegetables are plentiful, potatoes being received in large quantities at 90c to \$1 barrel.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22 0 23
Bacon, roll, per lb.	0 17 0 17
Beef, corned, 1's	2 90 3 35
Pork, American clear, per bbl.	24 25 26 00
Butter, dairy, per lb.	0 26 0 27
Butter, creamery, per lb.	0 28 0 32
Eggs	0 23 0 30
Lard, compound, per lb.	0 11 1/4 0 11 1/2
Lard, pure, per lb.	0 13 0 13 1/2
Cheese, new	0 15 1/2 0 15 1/2
Flour and Cereals—	
Cornmeal, gran.	5 75
Cornmeal, ordinary	1 85
Flour, Manitoba, per bbl.	6 30
Flour, Ontario	5 95
Rolled oats, per bbl.	6 35
Potatoes, bbl.	0 90 1 00
Fresh Fruits and Vegetables—	
Apples, bbl.	3 50 4 00
Lemons, Messina, box	4 50
Oranges, Val., case	4 00 5 60
Sugar—	
Standard granulated	6 15 6 25
United Empire	6 05 6 15
Bright yellow	5 95 6 05
No. 1 yellow	5 75 5 85
Paris lumps	7 25
Lemons, Messina, box	4 50
Beans, hand-picked, bush	3 70 3 75
Beans, yellow eyes, per bush	3 80 3 85
Canned pork and beans, per case	2 50 2 90
Molasses, Barbadoes, gal.	0 52 0 53
Cream of tartar, per lb., bulk	0 55 0 58
Currants	0 09 1/2 0 10
Rice, per cwt.	4 25 4 50

19. Do you plan your day ahead?
20. Do you save money systematically?
21. Do you like good music and good reading?
22. Have you ambition to be of real service to humanity?
23. Do you seek good advice and helpful associates?
24. Is your leisure spent profitably?...
25. Are your relaxations pleasant and helpful?

SEND IN YOUR DISPLAYS

The Thanksgiving season is almost on us again. Last week Canadian Grocer presented a very fine Thanksgiving window display and in this week's issue are a couple more. No doubt there will be a great many clerks this year put in some splendid displays. Canadian Grocer would appreciate receiving photographs of good Thanksgiving trims from any part of Canada. It is always our endeavor to make our window display department one of the most prominent in the paper, and to do this we must have the continued support of clerks and dealers in every province of the Dominion. In the past merchants and their clerks have given splendid co-operation in this regard.

If, therefore, you have a nice Thanksgiving window trim this year, don't forget to have it photographed and sent along to help boost along the Window Trimming Department.

THAT \$4 SUGAR AGAIN

(Continued from page 26.)

getting value for their money. Many of the goods catalogued may be of inferior quality, as they are unbranded. Of course, the well known branded goods are quoted at ridiculous prices; so low, in fact, that the merchants from all over Canada would be pleased to buy their supplies of these lines from them, and even pay a membership fee for the privilege. It is pretty tough turkey on some of the reliable manufacturers, whose goods are quoted at the low prices, that this firm are allowed to quote without thoroughly explaining the HOW it is done.

ANOTHER ONTARIO RETAILER.

Catalogues and Booklets.

The St. Lawrence Refineries have put out a handsome little booklet dealing largely with the history of the production of sugar, and in particular with the production of St. Lawrence sugar. It has a handsome 4-color cover, with unique design, and inside is illustrated by hand drawings and photographs.

Effectiveness of Individuals

Leading Points for Self Analysis—It is Good to Test Your Own Efficiency to See Whether You Can Improve and Where—Where Do You Stand?

In an organization, as in a chain, the weakest link determines the strength. And the effectiveness or efficiency of the organization depends on the effectiveness of the individuals as well as their fitness to work together. Each one, to be effective, must be personally efficient, and as it is well to test the efficiency of a machine, so is it good to test our own efficiency to determine whether we can improve and where; to take account of stock, and find along what lines should be our effort to expand.

Following are a few leading points for self analysis, suggested by Edward Earle Purinton in The Independent. An honest "Yes" would mean 100; an honest "No" 0; a partial credit can be made according to the self judgment of the individual. The sum total of the credits divided by 25 will give your average estimated efficiency.

If you're not satisfied with the average, the credits will indicate where thought and effort can be applied to raise it.

Per Cent.

1. Is your work agreeable?
2. Are you doing it in the best, and quickest way?
3. Have you found where your greatest power lies?
4. Have you a definite aim in the line of this power?
5. Are you positive of your own future success?
6. Can you look on the bright side, always?
7. Do you know how to get well and keep so?
8. Do you know what habits and emotions hurt your work?
9. Are you correcting your weaknesses?
10. Have you taken stock of your strong and weak points of mind and character?
11. Do you know what food, exercise and baths are most beneficial? ...
12. Are deep breathing and an erect body habitual?
13. Is your sleep long and refreshing and room well ventilated?
14. Are your meals regular and eaten slowly?
15. Do you wear loose, comfortable clothing?
16. Are you positive and courageous?..
17. Are you tactful and courteous?....
18. Do you get the co-operation of fellow workers?

FRUIT AND VEGETABLES

Potatoes Abnormally High

Supplies Are Short and Rot Has Been Devastating—Demand for Apples—Decline in Grapes in Toronto—All Oranges a Shade Easier.

MONTREAL

FRUIT.—The feature of the market this week is the arrival of large quantities of windfall Fameuse apples, which, for good ones, are being offered at \$3 per barrel. Cheaper ones can be secured, but they are not No. 1's. There is not much difference between this price and that of a year ago, but there are more windfalls on the market. The price of hand-picked Fameuse may be expected to be high when they arrive a week hence. The biggest demand this week is for grapes, of which blue ones are bringing 23c for 6-qt. baskets, and Tokays \$2.25 per crate. Cranberries are moving slowly at 50c per gallon. Preserving pears at 50c per basket are in good demand. There is also a good demand for Quebec plums, which are still quoted at 40c per gallon. The sale of peaches is not as heavy as it was a few days ago, many people having already finished their preserving. New coconuts are not expected on this market for several weeks yet.

Apples—		
Fameuse, No. 2's	3 00	
Alexanders, No. 1's, bbl.	3 00	3 50
St. Lawrence, No. 1's	4 00	
Wealthy, No. 1's	3 50	
Jonathaus	3 75	
Calvert	3 25	
Red Pound	3 50	
McIntosh Reds	4 50	
Bananas, bunches	2 00	2 25
Cranberries, gal.	0 50	
Grapefruit, 46-54-64-80-96	3 50	
Grapes, blue, 6 qt. baskets	0 23	
Grapes, Tokay, crate, 4 baskets	2 25	
Lemons—		
Verdillies	3 00	3 25
Oranges—		
Valencias, Cal., late 126-250	6 00	
Jamaica, 196-206-216	3 50	
Pineapples, 18-24 and 30-36	3 00	
Peaches, preserving basket, 11-qt.	0 30	0 40
Pears, box	2 75	3 00
Pears, box	3 00	3 75
Plums, Quebec, gal.	0 40	
Plums, preserving, basket, 11-qt.	0 25	
Plums, table, box 4 baskets	1 75	
Cantaloupes, baskets	0 50	

ter. Montreal tomatoes are scarce, and nearly done. The frost got hold of them, and, anyway, the season is nearly over. There are now hothouse tomatoes on the market at 10c per lb., and other tomatoes will be brought in from the States. Spinach is expected to take a jump in the near future. Onions, which are selling for \$1 per bag, are expected to go higher. Leeks are cheap. There are only a few radishes on the market, but the demand is slow. It is expected that beans will now begin to arrive from New York, as they are practically done here; they are expected to open up at about \$2.50 per basket.

Beets, bag	0 75	
Beans, wax, Montreal, per bag	1 25	
Beans, green, Montreal, per bag	1 25	
Cabbage, Montreal, per doz.	0 25	
Calbage, red, doz.	0 40	
Carrots, bag	0 75	
Cauliflower, Canadian, doz.	1 50	
Celery, Montreal, doz.	0 50	
Corn, doz.	0 15	
Cucumbers, fancy, basket	0 40	
Egg plant, doz.	0 50	
Leeks, bunch	0 10	
Head lettuce, Montreal, doz.	0 50	
Head lettuce, Boston, doz.	1 00	
Curly lettuce, 3 doz.	0 50	
Onions—		
Montreal, bag	1 50	
Parsnips, bag	1 00	
Parsley, Canadian, doz. bunches	0 15	
Peppers, 11-qt. basket	0 40	0 50
Potatoes—		
Montreal, new, bag	0 80	
Sweet, hamper	1 75	
Radishes, doz.	0 15	
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box	0 50	
Turnips, bag	1 00	
Tomatoes, hothouse, lb.	0 10	
Tomatoes, Montreal, box	0 75	1 00
Pumpkins, doz.	1 00	
Squash, doz.	1 00	
Vegetable marrows, doz.	0 50	
Watercress, Canadian, doz.	0 30	

TORONTO

FRUIT.—Peaches have now definitely started on the up-grade. They are selling all the way from 25c to 65c, according both to quality and quantity. Even 75c is obtained for extra stuff. Apples show a little wider range now, and we quote \$2.50 to \$3.50. Crab apples have firmed up considerably. Tokay grapes, on the other hand, are easier, with a limited demand. Grapefruit shows a slight advance. Plums, having materially decreased in quantity, are selling at higher figures. Oranges, both California and Jamaica, are a trifle easier. Business in the main is good for the tail-end of the season. Prices are generally more moderate than usual.

Apples, new, bbl.	2 50	3 50
Apples, 11 qt. basket	0 15	0 20
Apples, crab	0 40	0 50
Bananas, per bunch	1 25	2 00
Coconuts, sack	4 50	5 00
Cantaloupes, Can., 11 qt. basket	0 30	0 40
Cranberries, bbl.	8 50	9 50
Grapefruit—		
Jamaica, case	4 50	4 75
Grapes, Tokay, case	2 00	2 10
Can. 6-qt. basket	0 20	0 30
Oranges—		
California, Valencias	5 00	5 50
Jamaica, case	3 50	3 75
Lemons, new, Verdillies, box	3 50	3 75
Limes, per 100	1 50	
Peaches, Can., 11-qt. basket	0 25	0 35
Peaches, Can., 6-qt. basket	0 20	0 30
Pears—		
California, Bartlett, box	2 75	3 00
Canadian, 11 qt. basket	0 40	0 75
Plums, Canadian, large basket	0 25	0 35

VEGETABLES.—The star topic in this market is the potato situation. Prices on Ontarios are now up at \$1.10-\$1.15, and for Delawares are a nickel higher. Canadian Grocer, several weeks ago, prophesied that this would be the case. The rot was partially the reason. It has been found, also, however, that the supply is short. Either the farmer can't get them or else he is too busy threshing to do any selling. At any rate, the prices for the beginning of a season are very high. Beans are worth around 40c or 45c. Vegetable marrow is tightening up a trifle on decreasing supplies. So are parsnips. The rest of the list shows little change.

BBeets, 11 qt. baskets	0 15	0 20
Beets, Canadian, basket	0 20	0 25
Beans, basket	0 40	0 45
Cabbage, new, doz.	0 25	0 40
Carrots, new, basket	0 25	0 30
Celery, doz.	0 25	0 40
Cucumbers—		
Canadian outdoor, basket	0 40	0 50
Egg plant	0 25	0 40
Onions—		
Can., 75-lb. sack	1 15	1 25
Spanish, case	3 25	3 50
Green peppers, basket	0 25	0 35
Peppers, red	0 35	0 50
Potatoes, Ontario, new, bag	1 10	1 15
Potatoes, N.B., Delawares	1 15	1 20
Parsnips, 11 qt.	0 30	0 35
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, 11 qt. basket	0 20	0 25
Vegetable marrow	0 20	0 35

WINNIPEG

FRUITS AND VEGETABLES.—There is little to announce this week, as prices on all lines are steady. Potatoes at present are cheap, but they are going higher. Present weather favors turnips, beets, cabbage and celery. Local grown cucumbers and tomatoes are scarce. Imported lines are plentiful and cheap. In fruits, there is plenty of business, and

(Continued on page 39.)

FISH AND OYSTERS

Salmon, Whitefish and Lobster Up

Prices Show Appreciation of About a Cent—Frozen Stuff in, But Slow in Selling—Oysters Get Sudden Impetus.

MONTREAL

FISH—Trade is improving in a general way, and prospects are that it will reach normal before the season is far advanced. Inquiries for all kinds are pouring in from every locality, and this augurs well for good business later on. Supplies in a general way will be fair, and reasonable prices will likely rule all this season. Codfish, which is a staple line, is in good demand, and at easy prices. Labrador herrings for the moment are not over-plentiful, but with an average Fall fishing, there should be plenty of stock. When all reports are in regarding Labrador fishing, it is expected that the crop of pickled salmon and trout will be a fair one. This week, due to equinoctial gales, only small supplies of ground fish are available, particularly haddock and codfish, and for this reason, this market will have to look to Boston to supply the shortage, which means higher prices. Trade in oysters, both shell and opened, has started with a rush. It is evident that a good demand is ahead for that product, and as prospects are for ample supply, particularly with opened oysters, prices will be very easy. Due to scarcity of fresh fish, fillets and haddies are scarce, and will be so for some time, which will likely stiffen the cost. Lobsters are still hard to obtain, and the trade does not look for improvement until the opening of the fish season, which will take place two months from now. Fresh salmon from the Pacific Coast will not be over-plentiful this week. A few lots of Eastern salmon are expected, and prices will rule rather high. A few smelts are available now, and regular supplies will be here in a few days, at reasonable figures.

TORONTO

FISH AND OYSTERS—There are some supplies of frozen stuff in now, and generally speaking quotations applicable last year are all right this. Frozen fish, however, is negligible for a short time, until fresh is off. When fishing for fresh fish stops, frozen

will get the business and not till then. Hence, though there is some frozen salmon on the market now, fishing at the Coast has not stopped yet. Therefore, fresh gets the business. Dore is higher by a cent at 13c. So is whitefish, for which there is a good demand. Salmon is higher as less and less comes in, and we quote 19 to 20 cents. Haddock is selling at 8 cents.

As to oysters, business is brisker in both shell and bulk. Cape Cod shells are conspicuous by their absence, there are Rockaways, however, and we quote \$1.50 for these. Best selects, are worth 40 and 75 cents per pint and quart respectively. The sudden snap of cooler weather has hustled up the oyster trade some.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.08-.09	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.08-.09	.09-.10
Haddies, fillets, per lb.	.12	.12
Haddies, Niobe, boneless, per lb.	.10
Herring, Ciscos, per lb.	.16
St. John bloaters, 100 in box	1.20	1.25
Yarmouth bloaters, 99 in box	1.25	1.25
Smoked herrings, medium, box	.16
Smoked boneless herrings, 10 lb. box	1.50
Smoked herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.10
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12
Red, Colacos or silvers, per lb.	.08½-.09	.12
Pale quaila, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.09-.09½	.12
Halibut, eastern, chicken, per lb.	.09-.09½	.12
Mackerel, bloater, per lb.	.07½-.08	.12
Haddock, medium and large, lb.	.04½-.05	.06
Market codfish, per lb.	.03½
Steak codfish, per lb.	.05½-.06	.08
Canadian soles, per lb.	.06
Blue fish, per lb.	.15-.16
Smelts	.09	.12
Herrings, per 100 count	2.00	3.00
Round pike	.06-.06½
Grass pike	.08
Swordfish, lb.	.08

DRIED AND PREPARED FISH.

Dried Haddock	6 00	
Dried codfish, medium and small, 100 lbs.	7 60	
Dried hake, medium and large, 100 lb.	5 50	6 00
Dried pollock, medium and large, 100 lb.	5 00	5 00
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 12
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 40
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each.	0 40	0 40
Sealed, best select, quart cans, each.	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH.

Cape Cod shell oysters, per lb.	12 00	1 50
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Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 60

FRESH SEA FISH.

	Montreal	Toronto
Halibut, large, express, lb.	5½-6	8
Mackerel, each	.18-.20	12-18
Steak, cod, fancy express, lb.	5½-6	8
Herrings, each	3	3
Flounders	5	9
Salmon, Western	13-13½	19-20
Salmon, Eastern	11-15	16-18

FRESH LAKE FISH.

Carp, lb.	0 09
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 06
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 13
Lake trout, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	0 10½-11	0 13

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tubers, lb.	.05½-.06	.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-.13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tins, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sounds, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, imp'd milkers, hf bbls	8 00
Holland herrings, imp'd milkers, kegs	0 85	0 85-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochlynne herrings, box	1 35
Tarbot, bbl.	12 00
Green cod, No. 1, bbl.	8 00	10 00
Green cod, No. 2, bbl.	6 00	8 50

WINNIPEG

FISH AND POULTRY.—There is no great activity in these lines, but dressed poultry should show a little more action about Thanksgiving time. Importations will this year be comparatively small. Oysters are in fair demand, and will move freely with cooler weather.

Fresh salmon	0 11
Fresh halibut	0 09
Pickled	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finman haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goideyes, dozen	0 50
Oysters, gallon	2 00
Oysters, 3-gallon tins	7 00
Poultry—		
Live—		
Fowl	0 11
Roosters	0 09
Chickens	0 16
Turkeys	0 12	0 14
Ducks	0 10	0 12
Ducklings	0 10	0 10
Geese	0 10



PRODUCE AND PROVISIONS



Butter and Eggs Again Advance

General Moving-up Tendency in Produce Market — Storage Eggs Now Being Sold — Later Than Usual—British Government Buying Cheese.

MONTREAL

PROVISIONS.—The tone of the lard market is firm but our quotations, which were advanced a week ago, are correct, pure lard in tierces offering at 12½c. Compound lard is up ½c per lb. all round, the price for tierces now being 10¼c. Manufacturers of the latter have put up their price on account of the high price of cotton seed oil, the market for which has been advancing for weeks back. The tone of the hog market is firm, and higher prices are expected. The price of abattoir freshed killed is \$13.75 to \$14 per 100 lbs.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 25	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Planks, bone in, not smoked	0 15½	
Barrelled Pork—		
Heavy short cut mess	26 00	
Heavy short cut clear	26 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 12½	
Tubs, 50 lbs. net	0 13½	
Boxes, 50 lbs. net	0 12½	
Pails, wood, 20 lbs. gross	0 13	
Pails, tin, 20 lbs. gross	0 13	
Cases, 10 lbs., tins, 60 in case	0 13½	
Cases, 3 and 5 lb. tins, 60 in case	0 14½	
Bricks, 1 lb., each	0 15	
Lard, Compound—		
Tierces, 375 lbs., net	0 10½	
Tubs, 50 lbs., net	0 10½	
Boxes, 50 lbs., net	0 10½	
Pails, wood, 20 lbs. net	0 11	
Pails, tin, 20 lbs. net	0 11	
Cases, 3 and 5 lb. tins, 60 in case	0 12	
Bricks, 1 lb., each	0 12½	
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—Dealers raised their quotations on finest creamery this week another cent per lb. The high price of butter has not seriously affected demand as yet. Prices being paid at the country boards are 6c higher than those of a year ago at St. Hyacinthe, and over six cents higher at Cowansville. The strength is due to the increased demand for export.

Butter—		
Finest creamery	0 33	
Dairy prints	0 26	
Dairy, solids	0 24	
Separator prints	0 23	
Bakers	0 21	

CHEESE.—There are no changes in dealers' prices this week. If anything, the market in the country was weaker last week, there being little demand for export. There was a little better inquiry towards the end of the week.

Cheese—		
Old make	0 18	
Stilton	0 17	0 18
New make	0 15	0 16

EGGS.—Prices of new laids, selects and No. 1's jumped again this week, the advance in the case of new laids amounting to 3c. This is attributed to the fact that new laids are becoming very scarce, this being the period of the year when the hen "lays off", after working during the Spring and Summer. There is a good demand for export, and as the local demand is also good, the market is in fair shape.

Eggs, case lot		
New laid, stamped	0 37	
Selects	0 39	
No. 1's	0 38	
No. 2's	0 19	

HONEY.—Wholesalers at last are buying honey, but not yet in large quantities.

Honey—		
Buckwheat, tins	0 08	
Strained clover, 60-lb. tins	0 10½	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11½	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

Receipts in Montreal

	Boxes	Boxes	Cases
Week ending Oct. 2, 1915	14,848	58,491	
Week ending Oct. 3, 1914	10,184	56,365	4,138

POULTRY.—This is a quiet period after the Jewish holidays. In frozen stock, large roasting chickens are pretty well cleaned up, and dealers are not quoting. Market for live fowl is easier. The demand will be lighter from now on as the Jewish holidays are over, and fowls are rather plentiful. Thanksgiving trade has begun.

Poultry—		
Frozen stock—		
Fowl, small	0 13	0 16
Turkeys, fancy	0 25	
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 19
Roasting chicken, milkfed, 3-3½ lbs.	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	

Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 14	0 15
Turkeys	0 19	0 20
Ducks, old	0 09	0 14
Geese	0 14	0 15
Ducklings, 3 lbs.	0 14	0 15
Broilers	0 15	0 16

TORONTO

PROVISIONS.—The range we quote on hams is now a little higher. Top price is stiffer. Breakfast bacon is a couple of cents higher. The day or two of cold weather is mainly responsible. Compound lard, in tubs, is slightly lower.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18½	0 19
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Picked meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11½
Tubs, 60 lbs.	0 11½	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12	0 12½
Bricks, 1 lb., per lb.	0 12½	0 13½
Lard, Compound—		
Tierces, 440 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 10½	0 11½
Hogs—		
Dressed, per cwt.		9 85
Live, per cwt. off cars		13 60

BUTTER.—All our prices, both creamery and dairy, are up this week chiefly because butter is not coming along as freely now. A number of factories are now turning back on cheese to the neglect of butter and the domestic demand seems firm and continuous.

Butter—		
Creamery prints, fresh made	0 31	0 32
Dairy prints, choice, lb.	0 26	0 27
Dairy solids, lb.	0 23	0 25
Bakers'	0 22	0 24

CHEESE.—What we hinted at last week in the way of an advance has matured now and we quote new and large cheese up a quarter cent a pound. This is largely due to increased export. The British Government continues to buy heavily.

Cheese—		
New, large, per lb.	0 15½	0 16
New, twins, per lb.	0 15½	0 16

EGGS.—All grades are up, and that

by no less than a couple of cents this week. Apparently the export to Britain which has been proceeding on and off all summer has cleaned up stock a lot and now—as one dealer put it—“the hen isn't laying.” Storage stocks have at last been commenced on. This is somewhat late. Most years storage stuff is selling a couple of weeks earlier. They won't help the price any though, and it looks as if we'll be bringing in American eggs again.

Eggs—		
Specials (in cartons), doz.	0 32	0 34
No. 1s (straight new laid)	0 28	0 30
No. 2	0 22	0 24
Cracked	0 21	0 23

POULTRY.—This market is slow just now. There are, however, a couple of changes to report. Old fowl is lower at 8 to 10 cents, while broilers are higher at 15 to 16 cents. There is a little demand for these latter

Poultry—	Live.	Dressed.
Old fowl, pound	0 08—0 10	0 14—0 16
Spring broilers	0 15—0 16	0 20—0 21
Old turkeys	0 13—0 15	0 11—0 23
Ducklings	0 11—0 12	0 17—0 18

HONEY.—There is no change in this situation.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE.—Lard is firm at the recent advance, and this product and all cured meats are likely to advance if live hogs should remain as high as at present. Creamery butter and best dairy are up 1c per lb. The supply of cream is holding up well, but as usual steadily falls at this season. Eggs are going up, and country receipts rapidly falling off. Cheese is steady.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	

Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13

Dry Salt Meat—		
Long clear bacon, light	0 19	

Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—		
Heavy pork, per bbl.	20 00	

Lard—		
Tierces	0 13	
Pails	3 75	
Cases, 5s	8 32	
Cases, 3s	8 40	

BUTTER.—

Butter—		
Creamery	0 28	0 29
Best dairy	0 16	0 23
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 fresh	0 26	
Straight receipts	0 20	0 22

CHEESE.—

Cheese—		
New, large	0 16	
New, twins	0 16½	
Manitoba	0 13½	

FRUIT AND VEGETABLES

(Continued from page 36.)

Western apples are plentiful, Eastern apples just coming in.

Fresh Fruits—		
Ontario apples, bbls.	1 50	5 50
Ontario grapes, per basket	0 25	0 30
Ontario pears, per basket	0 40	0 60
Tokay grapes, case	2 25	
Valencia oranges, case	5 75	6 50
California lemons	5 00	5 50

Coconuts, dozen	1 00
Peaches, case	0 95
Plums, case	0 90
Tomatoes, baskets	0 40
Bananas, bunches	2 50

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 00½	
Mint, per dozen	0 20	
Radishes, per dozen	0 10	
Onions, per dozen	0 10	
Cabbage, per lb.	0 00½	
Parsley, dozen	0 15	
Peppers, per basket	0 75	
Mushrooms	0 25	
Carrots, per pound	0 01	
Head lettuce, dozen	0 40	
Cucumbers, per dozen	0 75	
Cauliflower, per dozen	1 00	
Garlic, lb.	0 40	
Potatoes, bushel	0 45	
Turnips, bushel	0 45	

SERVICE DEPARTMENT

Readers will please remember that only signed enquiries will be answered in this department. In reproducing enquiries in this column, however, the name does not necessarily have to appear, but name and address must accompany all requests for information as a matter of good faith.

Editor Canadian Grocer:

Dear Sir,—We would appreciate, indeed, if you could favor us with, as one of your subscribers, the names of reliable dealers and handlers of potatoes in your city.

Calgary, Alta.

J. L.

Editorial Note.—This information has been forwarded.

OTTAWA GROCERS' BANQUETED.

Ottawa, Oct. 6.—(Special).—The Retail Grocers' Association of Ottawa, has been coming in for considerable praise of late for the manner in which it conducted their pure food exhibit in connection with the Ottawa Exhibition. Before the big exhibition closed, the exhibitors of the pure food shows united to give a banquet to the Retail Grocers' Association. The exhibitors were of one accord in their eulogy of the Ottawa grocers for the success that attended their efforts, and it is quite likely the exhibit will be repeated again next year. There were a number of toasts enthusiastically drunk and replies made thereto. John Hewitt, of the Canadian Shredded Wheat Co., was toastmaster. A. W. Hugman, of the MacLaren Baking Powder Co., Toronto, proposed the toast to the Ottawa Retail Grocers' Association. This was responded to by President Alex. Phillips, Duncan Bell, T. W. Collins, who was secretary-treasurer of the Pure Food Committee, and N. Hurteau, secretary of the Retail Grocers' Association. Other speakers were E. W. Greene, president of the Dustbane Co., Stewart de la Ronde, who had worked hard for the success of the exhibit, and Mrs. Craig, of the George Washington Coffee exhibit. A telegram was received from Telfer Brothers, expressing their regret at not being

represented at the banquet. Songs were sung by Stewart de la Ronde, A. W. Hugman, R. H. Beck, an Ottawa grocer, and H. A. Pilgrim.

PEACH CAPACITY

By Peter McArthur.

How many peaches can you eat? I mean at one sitting, of course. I remember one college boy, now an eminent educationist, who used to sit down to his studies in the evening with an eleven-quart basket beside him, from which he would eat absent-mindedly while digesting up Greek roots or becoming more skilled in the “low cunning of algebra.” And I remember how he would life up his voice and wail about eleven o'clock because the peaches were all gone, “just as he was beginning to get an appetite for them.”

Personally I have not yet discovered my limit. At different times I have eaten peaches until I felt that I would never want to see one again, and ten minutes later my hand would be reaching towards the basket for another. Peaches seem to create an appetite that “grows with what it feeds upon.” I doubt if the scientists could get any statistics that would be of value to them on the subject. Moreover, I do not think that they are needed. I have never yet heard of any one suffering from a surfeit of peaches. They are as healthful as they are palatable, and there is no need of establishing a limit in the matter.

While investigating this point, I heard a story which I shall pass along for what it is worth. A peach-grower had a hired man with a wonderful appetite for peaches. When telling a friend about it, he said, “I believe that man could eat a peck of peaches without once stopping.” “I'll bet you he can't,” said the friend. The bet was made and they hunted up the hired man.

“See here, Jim,” said the employer, “I have bet my friend here that you can eat a peck of peaches without stopping. Can you do it?”

“Well, I don't know,” said Jim. “Let me think it over, and then I'll tell you.”

About an hour later Jim hunted up his master and said:

“Yes, I can eat a peck of peaches. Lead me to them and I'll win your bet for you. The peaches were produced and the man munched away steadily until he had eaten the last one. As his master pocketed the bet, he asked: “How was it, Jim, that you didn't know at first whether you could eat a peck of peaches or not?”

“Well,” said Jim, as he wiped his mouth with the back of his hand. “I didn't know because I'd never tried, but after you spoke to me I went and ate a peck and then I knew.”



FLOUR AND CEREALS



Decline in Cereals and Feeds

Several Cereals Show Decrease—Partial Cause is Poorer Demand—Better Business in Flours—Bran, Shorts and Middlings Lower

MONTREAL

FLOUR—No changes were made this week in quotations either for Manitoba or Ontario flour. The latter market has stiffened somewhat, and millers asking higher prices; dealers, however, are quoting the prices of a week ago. No reason is given for the stiffening except that the market is influenced by the wheat markets of Chicago and Winnipeg, which have been a little firmer of late. Cuts were made in the price of bran and shorts late last week, which should have a tendency to keep the market for Manitobas firmer. A dollar a ton on bran, millers say, means 10c per bbl. on flour, i.e. the millers, in order to net the same amount of money from their wheat will have to get 10c per bbl. more for flour if they cut the price of bran a dollar per ton. This also may account for the stiffening in Ontarios. There is a demand for Ontario flour for export, which it is believed is destined for South Africa.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	5 85
Second patents	5 35
Strong bakers	5 15
Flour in cotton sacks, 10 cents per barrel more.	
	Car Small
Winter Wheat Flour—	lots lots
Fancy patents	5 45 5 70
90 per cent. in wood	4 80 5 00
90 per cent. in bags	2 10 2 25

CEREALS—Prices of rolled oats declined again this week, amounting to 5c-10c per bag. This however, did not have any appreciable effect on the demand, which continues small. Rye is now ready for milling purposes, and new flour will shortly be on the market. Dealers have been holding off until this information arrived. Quotations on old rye flour are 3.25 bag, and 3.00 for meal. Inquiries are coming in for buckwheat flour, but mills claim it is too early in the season, and will not be on the market for several weeks.

Commeal—	Per 98-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—	90's in jute
Small lots	2 40 2 50
25 bags or more	2 30 2 35
Packages, case	3 90 1 00
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.	
Rolled Wheat—	100 lb. bbls.
Small lots	3 80
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 40
Rye flour, bag	2 25
Barley, pot	3 00

FEEDS—There were important cuts in a large number of lines late last week, and changes were made in our last week's quotations. These were made necessary by the fact that more feeds were coming on to the market, as most of the mills are working full time on new wheat. Even yet the offerings are not heavy, but the demand is only light, as dealers are waiting for further declines.

Mill Feeds—	Per ton
Bran	23 00
Shorts	25 00
Middlings	30 00
Wheat moult	29 00
Feed flour, bag	1 87½
Mixed chops, ton	29 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	30 00
Barley chop, ton	28 00
Feed oats, cleaned, Manitoba bush	0 50
Feed wheat, bag	1 50

TORONTO

FLOUR—Both domestic and export trades have taken a turn for the better this week in the matter of actual orders. There is a distinct firmness to the situation which was not apparent at our last writing. Nevertheless this is still a waiting market. Export business has looked up particularly in Ontario flour. Readers will note we quote 90 per cent at \$3.80 which is somewhat lower than heretofore. This is the Board of Trade average price struck early in the week. Different firms have different quotations. Nevertheless the distinct improvement in business means a firmness at the newly quoted level. Manitobas are firm, too, on a better demand, though there is no price change. The whole attitude of the trade, however, is in the Asquith phrase of "Wait and See."

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl.	per bbl.
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.		
Ontario winter wheat flour 90 per cent.		3 80

CEREALS—Several items on the list shown declines. These declines in some cases, have been gradual though one or two took place this week. Readers should note that business, with the coming of colder weather, is much better in all lines but market conditions at the same time, are responsible for lower

levels. Split peas are slow and we quote \$5.00. Rolled oats is getting fair business at \$2.40 to \$2.50.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15
Corn flour, 98 lbs.	2 56
Commeal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	2 50
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	2 75
Oatmeal, granulated, 98 lbs.	2 75
Peas, Canadian, boiling, bush	2 45
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	2 40
Rolled wheat, 100-lb. bbl.	3 10
Rye flour, 98 lbs.	2 80
Whole wheat flour, 98 lbs.	2 50
Wheatlets, 98 lbs.	2 85

FEEDS—The whole list shows a decline. We reported an easiness this week and this has been intensified chiefly on better supplies. Bran and shorts are worth \$23.00 and \$25.00 respectively. Feed flour which has been continuously weak for some time now is down ten cents a bag to \$1.50.

Mill Feeds—	Mixed cars, per ton
Bran	23 00 23 00
Shorts	25 00 25 00
Middlings	26 00 26 00
Feed flour, per bag	1 50 1 55
Oats—	
No. 3, Ontario, outside points	0 35 0 37

WINNIPEG

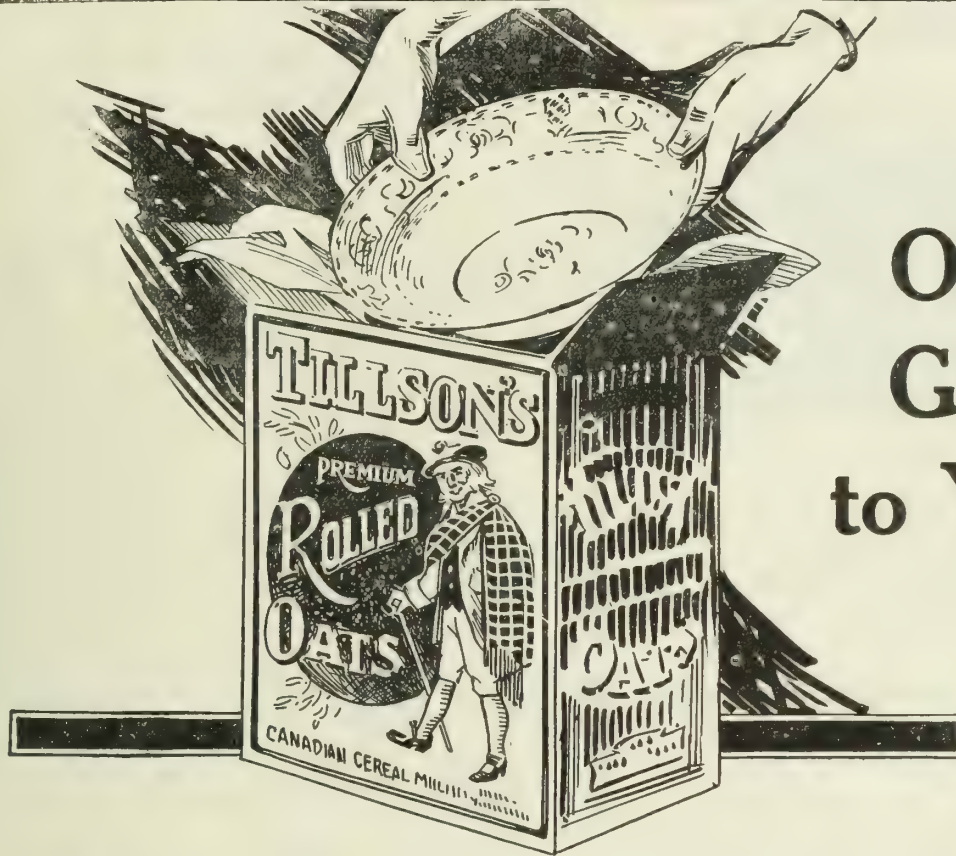
FLOUR AND CEREALS.—Flour, both export and domestic, is quiet, but there will be something doing shortly, and those who stock up will make no mistake. Rolled oats and oatmeal are 10c lower.

Flour—	
Best patents, per sack 98 lbs.	2 90
Bakers, per sack 98 lbs.	2 65
First clears	2 25
Second clears	1 75
Rolled oats, 80 lbs.	2 30
Standard granulated oatmeal, 98 lbs.	2 80

TO AID RETAILERS' ACCOUNTING

The Chicago Association of Credit Men, through its credit co-operation committee, has undertaken an active campaign for the improvement of accounting methods in retail stores in Chicago. The retail grocers are the first to be approached; later other retailers will be given assistance. After careful consideration, the committee has decided to use the Harvard system of accounts for retail grocers as the basis upon which to work. The committee will give personal assistance to any retailers who may have difficulties in starting the system.

Stock the Consumer's Favorite—TILLSON'S OATS WITH THE CHINA PREMIUM



Our
Gift
to You

WE went to England for this porcelain ware. It is made in Staffordshire—famous for good porcelain products for the last 100 years or more.

In every 25-cent package of Tillson's Rolled Oats you will find either a cup and saucer, porridge bowl, tea plate or fruit saucer.

And all the time that you are adding these useful dishes to your china closet, you are also serving on your breakfast table the cleanest, most tasty and nourishing Rolled Oats that money can produce or buy.

Don't forget these two facts about Tillson's Rolled Oats. They are rolled thinnest and can be cooked thoroughly in 15 minutes.

Tillson's Oats

Canadian Cereal and Flour Mills Co., Limited

CABLE ADDRESS: "CANCEREAL," TORONTO

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Canada's Bumper Wheat Crop

The Western Crop is not only the biggest in history, but is of exceptionally high quality. This is the best wheat the world produces. From this wheat

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MONTREAL

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QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

ROYAL BAKING POWDER.

Size.	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack.	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85
Aylmer 14's and 30's per lb.		

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb. \$0 17
In 10-lb. lots or case 0 16

COUPON BOOKS—ALLISON'S.
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal.
\$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, ¼ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising)	
2 doz. to case, weight 70 lbs.	\$3 06
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 50
Perfection, ½-lb. tins, doz..	2 40
Perfection, ¼-lb. tins, doz..	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

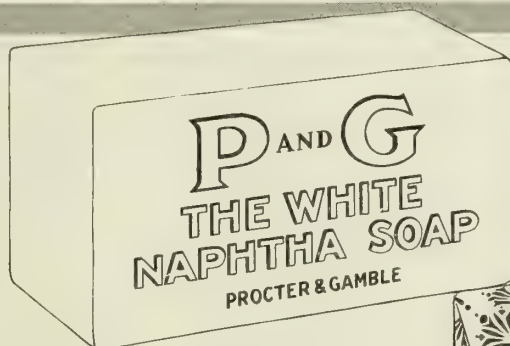
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. 1 00

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27



*The WHITE
Naphtha Soap*

*in the BLUE
Wrapper*



AMONG the Procter & Gamble soap products "Made in Canada", next in importance to Ivory Soap comes P. AND G.—The White Naphtha Soap. This brand has attained a large, general sale in the States because, like Ivory Soap, it best meets a real need.

Several years ago Procter & Gamble decided that even with thousands of soaps on the market there still was need for a soap that would ease the work of women who do their own washing and cleaning, and yet be free from the drawbacks of so-called "labor-saving" soaps.

The result was P. AND G.—The White Naphtha Soap. This soap washes clothes without rubbing and boiling and reduces muscular effort in all cleaning because it is a naphtha soap and because it is better naphtha soap than the ordinary. It does not do injury because it does not depend upon the harsh materials which give most other soaps their power. And it has the advantage of being white.

You can sell P. AND G.—The White Naphtha Soap to every woman in your town who does her own work and she will be glad you called her attention to it. This Procter & Gamble product should be in the stock of every Canadian grocer because no other soap can do what it does.

The Procter Gamble Distributing Co.
OF CANADA, LTD.

HAMILTON, CANADA

Send for P. AND G.—The White Naphtha Soap advertising matter for your local use.

Other Procter & Gamble products being made in Hamilton, Canada, include Ivory Soap, Gold Soap, Sopade, Pearline and Crisco.

Sand in Pepper

Nearly every week grocers are fined for selling adulterated pepper and spices. The Government is waging war on all such adulteration, and many an innocent grocer is fined because he did not take the precaution to buy what he knew to be absolutely pure.

Every package of White Swan Pepper, Spices and other products is sealed and guaranteed with a Government warranty that absolutely protects both you and your customer. We take all the responsibility for the quality of our goods.

ADULTERATED PEPPER AGAIN

More Fines Registered Against Retailers—An Easy Way Out

Ottawa, Aug. 27.—For selling adulterated pepper, nine local merchants have been fined. These dealers were charged with selling pepper as pure containing foreign stone cells and wheat.

Each was assessed \$5 and \$2 costs, making a total of \$63. There was also an item of \$27 for Government analysis which had to be paid, although each defendant stated that he bought the pepper as pure.

FIVE DOLLARS AND COSTS

Ingersoll, Ont., Aug. 27.—Two grocers here were fined \$5 and costs last week because they were alleged to have sold pepper as pure which was adulterated with pepper tissues and foreign stone cells. The fact was clearly established that the defendants knew nothing whatever of the adulteration of the pepper, it being just as they had purchased it, and they were considered blameless, but the magistrate had no course to follow other than to find them guilty under the Adulteration Act.

Editorial Note.—The Canadian Grocer has frequently in the past referred to this matter of adulterated pepper and has pointed out how fines could be avoided. No reputable manufacturer would sell impure spices as pure knowing them to be impure, so where there is a doubt whatever a warranty should be secured from the manufacturer stating that the goods are pure. This is a very simple matter and if watched carefully there will be no occasion for fines.

—Canadian Grocer.

We know our goods and want none but satisfied customers.

WHITE SWAN SPICES & CEREALS, LIMITED

TORONTO, ONTARIO

Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 83
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 88
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking)	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small" each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 25
--	------

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.

MELAGAMA COFFEE.

Ret.	Whol.
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)

M. Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 25
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 80
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10.	7 50
Gallons, each, retail each \$18.	14 50

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, 1/4s, \$1.50; 1s, \$2.00; 2s, \$4.50.	

OVAL **Apple** Picking **Baskets**

Half bush. and $\frac{3}{4}$ bush.

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Cranberries
Sweet Potatoes
Tokay Grapes
California Pears
Western
Boxed Apples

Oysters, Haddies, Kippers,
Digby Herrings, Fillets.
Fresh Halibut, Trout, etc.

White & Co., Limited
Wholesale Fruit and Fish
TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.
MacLean Publishing Co.
Technical Book Department
143-153 University Avenue, Toronto

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.
OWEN SOUND, ONT.

New
**Messina
Lemons**
Due November 1st
Order ahead these brands:

"St. Nicholas"
"Queen City"
"Puck"
"Kicking"

They will be among the first arrivals.

J. J. McCabe
Agent
TORONTO

Better Than the Trade Demands

Be the First to Introduce It To Your Town

In Three Months We Have Introduced

Cook's Gem Baking Powder

to many Ontario and Quebec towns and the results are surprising.

Get in touch with us or take the matter up with your wholesale house.

It will increase your returns and satisfy your customers.

MacLaren Baking Powder Company, Limited

41-45 Lombard St., Toronto

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Horton, Limited, Toronto; Hamblin & Breton, Limited, Winnipeg; Man.; A. N. Cowdry & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, ¼s, \$1.20.
Ham and Veal, ¼s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, ¼s, \$1.25.
Ox Tongues, tins, ¼s, \$2.40; 1s, \$5.00; 1½s, \$8; 2s, \$10.
Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.
Mincedmeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork & Beans, Plain Tails, 1 60c; 2, \$1; 3, \$1.40; 6, \$1.50; 12, \$7.25.
Individuals 50c doz.
Pork & Beans, Tomato Sc. Tails, 1 60c; 2, \$1; 3, \$1.40; 6, \$1.50; 12, \$7.25.
Individuals 50c doz.
Pork & Beans, Chili Flat, 1 60c; 2, \$1; 3, \$1.15.
Individuals 50c doz.
Pork & Beans, Tomato Flats, 1 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Tails, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
Spaghetti with Tomato and Cheese, 1s, \$1.30 a doz.
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs. 5 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 50 btles., cs. 8 00
NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. \$0 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 95
Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95

BLACK TEAS.
Victoria Blend, 50 and 30-lb. tins, lb. 0 38
Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS.
H. L. ch., 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30

COFFEES.
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.
Miller of Milwaukee, cs. 2 doz., cs. 4 25
Miller of Milwaukee, brl. 8 doz., brl. 16 20

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 5 lbs., 12 to case 0 11½

Cases, 3 lbs., 20 to case 0 11½
Cases, 10 lbs., 6 to case 0 11
F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., ¼-lb. \$ 1 60
D. S. F., ½-lb. 2 90
D. S. F., 1-lb. 5 70
F. D., ¼-lb. 0 95

Per jar
Durham, 4-lb. jar 0 98
Durham, 1 lb. jar 0 31

JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price.

SPICES.
WHITE SWAN SPICES AND CEREALS, TORONTO.

	Dredge	Causter	4oz.
		Round	Pkgs.
Allspice		\$0.90	\$0.90
Arrowroot, 4 oz. tins, 85c.			
Cayenne	0.90	0.90	
Celery Salt			
Celery Pepper			
Cinnamon	0.90	0.90	
Cinnamon, 1 oz. Bag-ots, 45c.			
Cloves	0.90	0.90	
Curry Powder			
Mace			
Nutmegs	0.90		
"Whole, 5c. Pkgs., 45c.			
Paprika	0.90		
Pepper, Black	0.90	0.90	
Pepper, White	1.10	1.10	
Pastry Spice	0.90	0.90	
Pickling Spice (Win-			
dow front)			0.75
Dozens to case	4		
Shipping weight, per case		10 lbs.	17 lbs.

WHITE SWAN LYE.
Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—
Boxes. Cents
40 lbs., Canada Laundry .. .06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.06¼
4 lbs. No. 1 white or blue, 4 lb. cartons07¼
48 lbs. No. 1 white or blue, 3 lb. cartons07¼
100 lbs., kegs, No. 1 white 200 lbs., bbls., No. 1 white 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. 48 lbs. silver gloss, in 6-lb. tin canisters08¼
36 lbs., silver gloss, 6-lb. draw lid boxes08¼
100 lbs., kegs, silver gloss, large crystals07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...07¼
40 lbs., Benson's Enamel (cold water), per case ...3 00
20 lbs., Benson's Enamel (cold water), per case ...1 50
Celluloid—boxes containing 45 cartons, per case3 60
Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07¼
40 lbs. Canada pure corn starch06½
(120-lb. boxes ¼c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs.06¼
First Quality White Laundry—
3-lb. canisters, cs. of 45 lbs. 07¼
Barrels, 200 lbs.06¼
Kegs, 100 lbs.06¼
Lily White Gloss—
1-lb. fancy carton cases 30 lbs.07¼
8 in case08

In buying KETCHUP

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited
ST. CATHARINES

OYSTERS

Do you expect to handle oysters this season? There is no better line to carry than GOOD OYSTERS.

We will again sell H. C. Rowe & Co.'s QUALITY brand oysters. If you sell this brand your trade will grow.

Let us have a trial order. We want a chance to demonstrate. We believe a trial order from you will guarantee us your business permanently. This is what we want.

"THE HOUSE OF QUALITY"

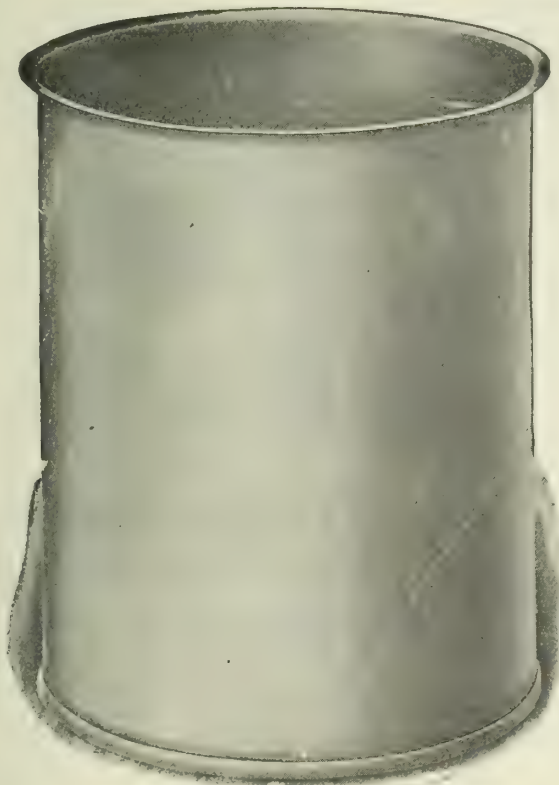
HUGH WALKER & SON

ESTABLISHED 1861

GUELPH

and

NORTH BAY



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll

Ontario

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—HONEY, CHOICEST WHITE, in handsome pails. Bradfield, Dunnville, Ontario.

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

ESTABLISHED CASH GROCERY, residential district, Toronto; good dwelling; reasonable rent. Turnover \$200 week. Good profits. Apply Box 114, Canadian Grocer.

FOR SALE—GENERAL STORE AT KINBURN, thirty miles west of Ottawa. Best store building, and business, in the Ottawa Valley. Turnover \$60,000. Apply to D. B. Eastman, Kinburn, Ont.

WANTED

WANTED — EXPERIENCED COMMERCIAL man. Desires to represent first-class house. References and fullest particulars. Box 374, Port Arthur, Ont.

AN EXPERIENCED SALES MANAGER with wide traveling experience proposes commencing as manufacturers' agent in Montreal. Firms desiring representation in this city or Province Quebec, please reply. Commission basis only. Only those capable of handling large business with wholesale and for retail trade desired. Box XYZ, Canadian Grocer, Montreal. (8-15)

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

SITUATION WANTED

YOUNG MAN WITH FIVE YEARS' EXPERIENCE in general store business, desires a position in a General Store. Permanent job desired; can furnish references. H. W. Bessey, South River, Box 167 (1-8)

EGG FILLERS

Our capacity is three times the total filler requirements of Canada PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO

COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"TRAVELLER" WITH A FIRST-CLASS connection with grocers, confectioners, druggists and general stores in Province of Nova Scotia, is open for good lines on a commission basis. Best of references furnished if desired. Box 390, Liverpool, Nova Scotia. (1-8)

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

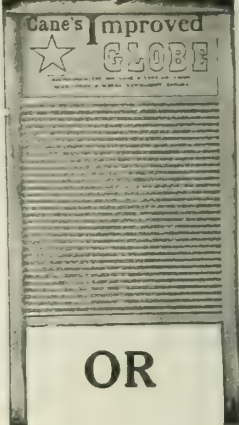
BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

"It's an ill wind
that blows no good"

A L U M I N U M



Z I N C

OR

The War—

has raised the price of zinc and consequently the price of washboards—

BUT

the BIG CANE VALUE IN WASHBOARDS IS BIGGER THAN EVER because it has come to a point where we can use aluminum in place of zinc.

ALUMINUM IS LESS LIABLE TO CRACK, SPLIT OR CARRY DEFECTS THAT WILL TEAR THE CLOTHING BEING WASHED ON IT, AND IT PRESENTS A MUCH BRIGHTER APPEARANCE THAN ZINC, AND IS MORE ATTRACTIVE ON THAT ACCOUNT.

We are prepared to deliver our standard brands of washboards with aluminum washing plate at the same price as that of zinc ones on receipt of instructions from our customers, through the jobbing trade. ORDER NOW.

The Wm. Cane & Sons Co., Limited

Newmarket, Ont.

BROOMS

A Better Broom for Less Money

Our Brooms are made in Canada, from the finest selected American Corn.

Made to retail from 25c. to 60c.

Write for discounts—You will be interested.

American Broom Works—St. Bazile de Portneuf, P.Q.

No. 18

Chats with Old Bob

(Canada's 105-year-old Pioneer)

LOST IN THE SWAMP

"It was away back in the early Sixties, along about October, and after a long spell of rain which filled the swamps with water and made travelling through the woods in the daytime very bad and at night next to impossible.

"I stayed a little later than I intended at a neighbor's who lived about three miles away and before I was on the road long, night came on and you can perhaps imagine what it felt like—the owls hooting, the wolves howling and the hundred and one strange noises, to say nothing of the wading through ponds of dirty water. After wandering around all night I discovered about daybreak that I had wandered in a circle for hours. The only thing that kept me from exhaustion was a plug of water-soaked tobacco which I chewed to buoy up my spirits."

"Tobacco and I have been friends ever since, but no kind has quite suited me like **KING GEORGE'S NAVY** — it's some good chew."



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

FINEST BLACK TEAS CEYLONS, INDIANS

We have a large and well-selected stock of all grades and we can quote you the lowest prices.

Write Us

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

MONTREAL

ESTABLISHED 1874



A delightful change from the continual breakfast of Bacon and Eggs—

Yes, she'll surely appreciate your suggestion if you make it Brunswick Brand. Most housewives know the appetizing goodness of

Brunswick Brand Sea Foods

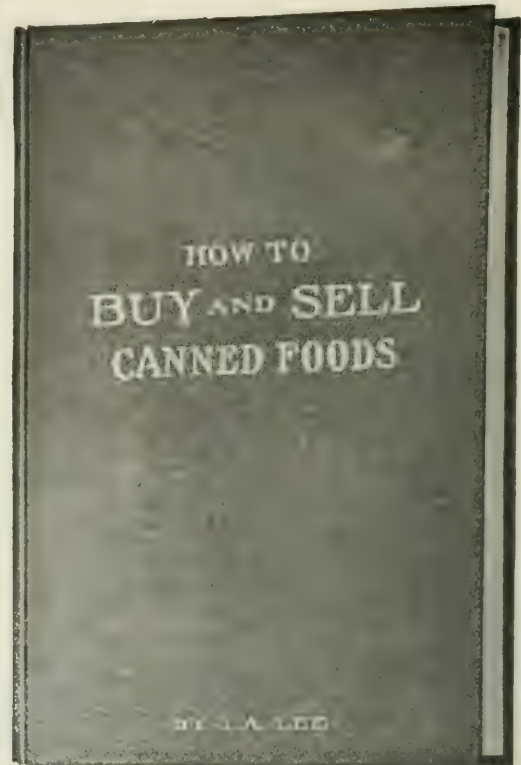
for luncheon or dinner. But for breakfast—well, now, that IS a capital suggestion.

Why not mention it to your customers to-day? There are no more wholesome and nourishing fish in the world than those selected specially for Brunswick Brand. There are no better sanitary facilities for packing them than in our up-to-the-minute, pure food plant. There are various ways of serving each brand that will easily take away the monotony of everyday "bacon and eggs."

Check off the brands most suited to your trade and get your wholesaler to supply you to-day.

1/4 Oil Sardines	Kipperd Herring
3/4 Mustard Sardines	Herring in Tomato
Finnan Haddies (oval and round tins)	Sauce
	Clams
	Scallops

Connors Bros., Limited
BLACK'S HARBOR, N.B.



A Practical Text-Book of the Canning Trade

It was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price \$2.15 per copy, postage paid.

The MacLean Publishing Co., Limited

Book Department
143-153 University Ave.

TORONTO

IT'S POPULAR

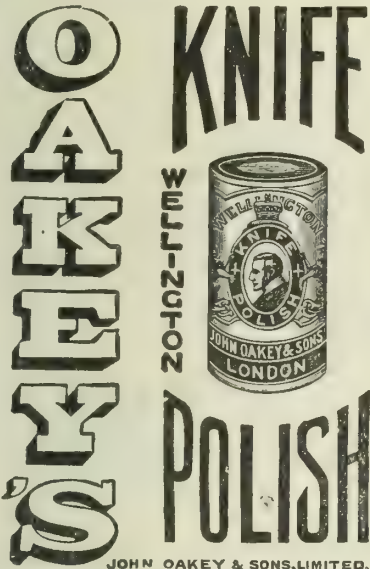
Those who use
MAPLEINE

like it—it fills a want.
How is your stock?

Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

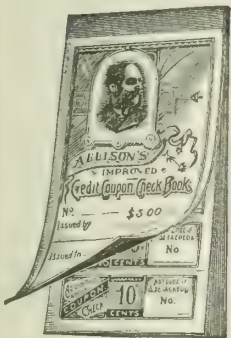


AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping,

THEREFORE
SAVE MONEY.

Write Your Jobber or

ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.

The Most Information The Most Entertainment —and all Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Tryst," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and our *Review of Reviews Department*, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting, published the world over.

Special Offer—To new subscribers only. In order to introduce MacLean's Magazine into homes where it is not now read, we are giving the magazine for eighteen months for price of twelve—see coupon below.

MACLEAN'S MAGAZINE

THE MACLEAN PUBLISHING
CO., Limited
143-153 University Ave., Toronto, Ont.

**A
Special
Offer to You.**

MacLean Publishing
Co., Ltd.

Dear Sirs:

Enter me as a subscriber
to MacLean's Magazine
for eighteen months, start-
ing with your October num-
ber, and on receipt of invoice
I will remit \$2.00.

Name

Address



will add that toothsome touch to a juicy steak that just simply "gets to" the right spot, and that spot leads straight to the pocket-book by common consent of the whole family.

E.D.S. Tomato Catsup has no mystery connected with its manufacture. It is just the finest, fresh-picked, sun-ripened tomatoes growing in the Winona district, prepared and processed while they are still firm and good, using only the finest spices and vinegar, etc.; no coloring, no preservative.

And this is the Tomato Catsup your customers have heard about through our advertising, and most have tried.

The demand is started—will you take advantage of it and develop it to your own interest?

Order E. D. S. Tomato Catsup to-day.



E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

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SATISFY THE BUYER



Fast practice in selling is poor policy. It does not pay to say colors match which conflict; to say that black is fast which runs; to send anyone out of your store with a purchase he will regret to-morrow.

Make the buyer go home with the idea that he has just what he wanted. There is no advertisement so lasting, so wide-reaching, so sure to grow in value, as the satisfied customer.

This has been our policy for forty-five years: And the customers of those days are our customers to-day for that reason.

We sell service as well as goods.



LAPORTE, MARTIN, LIMITÉE

584 St. Paul St. West

Montreal



"Found" Business

THERE'S a world of difference between business you have to **make** and business that "just comes." While you need to use selling effort to dispose of many of the goods in your store—here's a widely-advertised line that practically sells itself. The mere display of

MENNEN'S TALCUMS

in your store is sufficient to effect sales. Mennen's Talcums require no pushing. The already created demand and the extensive advertising now going on, coupled with the sight of the goods themselves on your counter, are enough to sell these popular lines without any trouble on your part. Why not take advantage of the present advertising and make Mennen's Talcums a profitable line?

Here are the different varieties: Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men.

**Made in Canada by Gerhard Mennen
Chemical Co., Montreal, Que.**

**Selling Agents: Harold F. Ritchie & Co., Ltd.
TORONTO**

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.—
Galveston News.



ALL THROUGH THESE STIRRING TIMES

“NUGGET” Shoe Polish

has been well supported by the Public and the Trade.

AGENCIES

BRITISH COLUMBIA

J. Leckie Co.
Vancouver

QUEBEC

R. E. Boyd & Co.
Montreal

NEW BRUNSWICK

C. A. Munro
St. John

NOVA SCOTIA

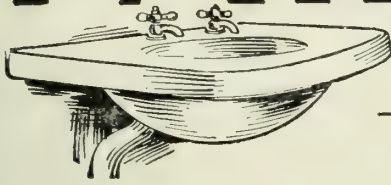
Arthur Fordham & Co.
Halifax

The “Nugget” Polish Company, Limited

9, 11 and 13 Davenport Road, Toronto, Ont.

CANADIAN GROCER

FAIRY SOAP



It's a pleasure to use FAIRY SOAP because it's such good soap; it's a pleasure to sell it because it always pleases and repeats. Match its constant use and our constant advertising with a constant display. The 5-cent price makes it an easy seller—a 25-cent price couldn't buy a better soap.

THE N.K. FAIRBANK COMPANY LIMITED MONTREAL



All Canada is Aglow with the Made-in-Canada Fever *How is it Affecting You?*

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

*The Only Flour Publicly and Unreservedly Guaranteed
"NOT BLEACHED—NOT BLENDED"*



*Comes over and
over again to par-
ticular Housewives
in bags of 7, 14, 24,
49 and 98 lbs. Also in
barrels of 98 and 196 lbs.*

OVER a quarter century's successful trading confirms the belief that the first FIVE ROSES sale means established trade. Think of the numberless forces at work among Canadian housewives, like yeast in a ferment, to make your first sales easy and your repeats as nearly automatic as any staple can become! In the big flour selling movement near at hand, don't make the mistake of rowing against the current. Meet the consumer with the flour she really needs in order to secure such kitchen results as will make her a permanent source of flour profit.

Ask Your Own Jobber or our Nearest Office

LAKE OF THE WOODS MILLING CO., LIMITED

MONTREAL

"The House of Character"

WINNIPEG

**Toronto, Ottawa, London, St. John, N.B., Quebec, Sudbury, Keewatin,
Calgary, Vancouver, Fort William, Medicine Hat, Portage La Prairie**

Daily Capacity 13,600 bbls.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, OCTOBER 15, 1915

No. 42

OYSTERS

Oysters if sold to the consumer by dry measure, mean that every particle is usable and edible and absolutely without waste.

WHEN THIS BECOMES KNOWN, THE CONSUMER WILL READILY RECOGNIZE THE MERIT OF OYSTERS AND WILL BUY THEM WITH THE REGULARITY WITH WHICH THEY NOW DO OTHER STAPLE FOODS and the volume of sales will grow apace and Oysters will become a "LEADER" among your lines.

Educate your consumer customer to the fact that VALUE in oysters lies not in the lowest price but in the full quantity.

Think about these opportunities. Buy your oysters right—keep them right—sell them right.

We are exclusively oyster people, devoting our entire time and attention to this one thing we know best, which insures you a quality and efficiency that is unreasonable to expect from a house not dealing exclusively in oysters.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada

An Earned Reputation

The housewife wants PURITY FLOUR. She knows its reputation has been EARNED in the kitchens of Canada. This "good will" embodied in the PURITY name will increase your business.

PURITY FLOUR

More Bread and Better Bread

WESTERN CANADA FLOUR MILLS CO., LIMITED
Millers to the People

28

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

How You Profit By Selling



In Original Packages!

¶ This is not an attempt to tell you how to run your business.

¶ We do know, however, that in the long run, you will make money by handling sugar in sealed packages in comparison to bulk.

¶ When you sell LANTIC SUGAR in carton or bag, we guarantee you a satisfied customer, and you are connecting your store with the most popularly advertised sugar in Canada.

¶ LANTIC packages are an added attraction to your store.

¶ Displayed on shelves, they sell themselves.

¶ There is no chance for overweight or underweight. There is no time or labor wasted in handling packages as in bulk.

¶ You make a larger percentage of profit on LANTIC packages as compared to bulk sugar, as you should get $\frac{1}{2}c$ per pound per package more than you do for bulk sugar.

¶ Even if you have to sell packages at the same price as bulk sugar, you break even, provided that you figure that your time, cost of bag, twine and down-weight are included.

¶ When a customer orders LANTIC SUGAR in packages, she knows that she will get absolutely pure cane sugar, and a full 2 or 5 pounds of sugar—she takes no chances with quantity or quality.

¶ You handle sugar anyway—why not profit by selling LANTIC SUGAR in original packages?

Atlantic Sugar Refineries, Limited, Montreal



Don't forget the box with the red, white and blue checkerboard marks

It contains an everyday commodity of universal demand, which for over seventy years has been a favorite in every well-ordered household.

Cox's Gelatine

has won on its merits. The wonderful possibilities it affords for the making of the most delicious desserts, creams, jellies, salads, etc., have made it an easy seller. Grocers everywhere value its trade-attracting and profit-increasing qualities.

Stock up with Cox's. Sell it to your old and new customers. Recommend it to the new housewife.

COX'S

Instant Powdered

GELATINE

Arthur P. Tippet & Company

AGENTS

Montreal

Quebec



Which kind have
you on your shelves
—quick sellers or
dust collectors?

Trying to sell "dust collectors" will
never get you anywhere.

Goods that not only attract but hold
your customers' patronage are the only
real profitable lines to handle.

If you are one of the many dealers
selling

Borden Milk Products

you do not require to have their splen-
did selling points enlarged upon. If
you have not yet handled this well-
known line a trial will convince you of
its wonderful quick-selling qualities.

The public everywhere have become
firmly convinced that the name
"Borden" on a can is a hall-mark of
superiority.

Stock Borden's now for
Fall and Winter business.

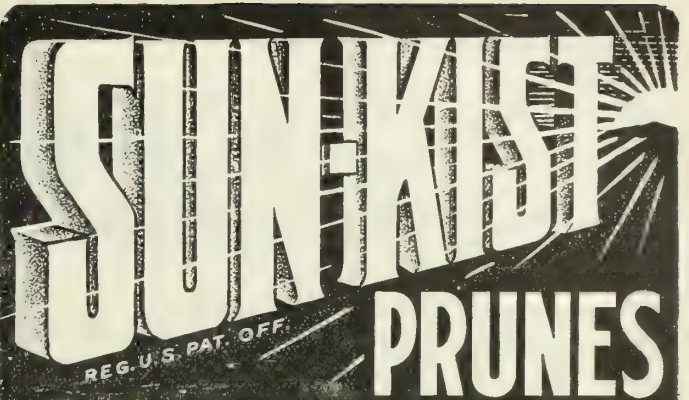


Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B. C.



SUN-KIST Prunes are the kind
which makes folks say, "I never knew
that prunes were so good"—the kind
they come back for—the kind you
build business on and the kind you
can always recommend. Only the best
selection of the best prunes from the
best district in California where the best
prunes grow are good enough for the
SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM

CUSTARD POWDERS

We are the Selling Agents for WHITE'S
CUSTARD POWDERS and Jelly Crystals—

CUSTARD POWDERS IN THE FOLLOWING SIZES

	Doz.
6 oz. Tins (c/s 72)	\$.90
10 oz. Tins (c/s 72)	1.35
16 oz. Tins (c/s 36)	2.10

(VANILLA, LEMON AND ALMOND
FLAVOURS)

Notwithstanding the extra cost of importa-
tion, we are maintaining the old selling prices,
which are lower than most other lines. The
quality is unquestionable, and we will appre-
ciate a trial order.

JELLY CRYSTALS—ALL FLAVOURS—

Cartons 1 or 3 doz., 80c per doz.

Write, Wire or Phone at our expense: Adel. 1057, 941, 867

Warren Bros. & Co.
LIMITED

Queen and Portland Streets
TORONTO, ONT.

Are your bottled goods sealed with Anchor Caps?

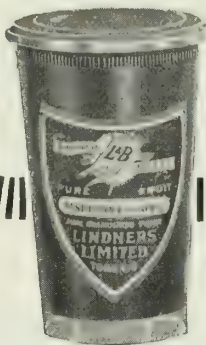
Don't look for a bigger turnover or increased profits in bottled lines, if you are still selling goods in containers, whose caps are uncertain, to say the least. The public are coming to realize more and more the importance of a reliable, air-tight seal on bottles and containers where the purity of contents is concerned.

Guarantee yourself against loss of profits and make sure of satisfying your customers by insisting on Anchor Caps on all your bottled goods.

Your jobber can supply you.

ANCHOR CAP & CLOSURE CORPORATION OF CANADA

Sudbury Street West, Foot of Dovercourt Road, TORONTO, CAN.



All Canada is Aglow with the Made-in-Canada Fever *How is it Affecting You?*

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

CLARK'S COOKED CORNED BEEF



Sizes
 $\frac{1}{2}$, 1, 2,
6 and 14



If you want NEW business, if you want REPEAT business, if you want INCREASED business, Mr. Grocer, carry and display Clark's.

They have the REPUTATION, the QUALITY and the SALE.

W. CLARK, Limited, Montreal

Clark's



**Horse Brushes and
Stable Brushes**

Carry the "Keystone" line for profit and repeat demand.

Stable men are none too gentle with brushes; they expect them to stand any amount of hard treatment.

Our "Dandy" Brushes are of extra tough material, fastened with steel wire into solid one-piece hardwood backs.

The stable brushes are secured with a patented steel staple.

Write for prices, etc., to

**Stevens-Hepner Co.,
Limited**

Port Elgin, Ontario

Get prices and information about the "Nugget" Brooms and the rest of the famous Keystone line.

From Tokio to London

from Quebec to British Columbia—from Hudson Bay to Mexico—in every clime where people give some intelligent thought to the nutritive value of foods

Shredded Wheat



is known as the top-notch breakfast cereal—the cereal that is always the same quality, always the same price. No grocer can do business without the cereal that is now recognized as a staple. No free deals—no premiums—just a good, steady profit, and a firm, steady demand which we create through continuous, persistent educational advertising.

MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

79-L

TEA

We now have a full line of New Season's Japans and now is the time to make your selections and buy.

Write us for samples and they will be cheerfully forwarded with the lowest possible quotations.

John Duncan & Co.

Established 1866

MONTREAL

Books You Ought to Have

Grocer's Encyclopedia

It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

1200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size; printed on fine calendered paper and strongly bound in heavy buckram.

Price only \$10.50, Delivery Prepaid.

"The color pages alone are worth the price. Words are unable to do the work justice."—New England Grocer.

Grocery Advertising

By William Borsodi

To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

Price \$2, Postpaid.

No progressive grocer or clerk should be without this book of unquestioned merit.

How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Pay.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles.
Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Orsters, Peaches, Pears, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

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Have you any outstanding accounts you wish you could collect? This book will show you HOW. It is a ready reference for merchants and their assistants in their daily business. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers, and recommended by the Ontario Institute of Chartered Accountants. "Digest of the Mercantile Laws of Canada" is used by more accountants, bankers and business firms than any other work on the subject.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, and Appendix of 16 pages, containing a synopsis of the Land Titles Act, has been added to the regular edition, thus constituting a special "Western Edition."

Eastern Edition, Price	-	-	-	-	-	\$2.00
Special Western Edition	-	-	-	-	-	2.50

An Asset to Your Business

Not until you have these books on your library shelf will their worth to your business be fully appreciated. Each book in its particular line supplies just the information you want. They have been chosen by the publishers of Canadian Grocer as being the best treatise of the respective subjects published at the price.

On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.

When remitting by cheque make same payable at par, Toronto.

All orders payable in advance.

Store Management Complete

By Frank Farrington

Dealing in a thorough manner with all subjects relative to the capable management of the average store. It is a book that should be in the hands of every merchant and his clerk.

Thirteen Chapters, 252 pages brim full of sound business logic that can be put to practical use every working day of the year. The different subjects treated are as follows:—

The Man Himself—Where to Start—Store Arrangement—The Buying End—The Store Policy—Clerk Management—Leaks—The Store's Neighbors—Working Hours—Expenses—The Credit Business—What to Sell—Premium Giving.

Price \$1.00, Postpaid.

Contains information on every subject necessary to the efficient management of the store.

Showcard Lettering, Designing, Etc.

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

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Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

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The MacLean Publishing Company, Limited
BOOK DEPARTMENT
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Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

DIGESTIVE.

SCOTTISH ABERNETHY.

ACADEMY CREAMS.

CREAMY CHOCOLATE.

OSBORNE.

RICH TEA.

SMALL PETIT BEURRE.

BELGIUM.

BUNTY CREAMS.

BUTTERETTE.

ROYAL SCOT.

"The Premier Biscuit of Britain." Finest wholemeal. The Scottish favourite.

Rich cream-filled short-bread biscuit.

Chocolate biscuit filled with cream.

The standard Old Country biscuit, delightful flavour. Popular Scottish tea biscuit.

Fine butter flavour.

Rich shortcake.

Butterfly shape, cream sandwich, almond flavour.

Light short-eating cracker.

Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Outhwaite, 10 Vaudreuil St., St. Pauls Street East, Montreal

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada



Libby's Food Products

are known in all parts of the world as delicacies of high quality, and unusual flavor.

Libby's foods are "put up" where the best foods attain perfection. That is why people insist on Libby's.

Libby, McNeill & Libby, Limited

GUELPH, ONT.



MORE GIPSY

More—much more—GIPSY will be wanted this winter, because more will be used.

No other Stove Gloss produces the same intense blackness, ease of polish, and lasting brilliance. Be sure YOU are ready with a good stock of

GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta,
Nicholson & Bain, Winnipeg; Regina, Saskatoon, Calgary
and Edmonton: For British Columbia & Yukon: Creeden
& Avery, 117 Arcade Buildings, Vancouver, B.C.

Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory

Thamesville, Ont., Canada



More Than Ever in a Class by Itself

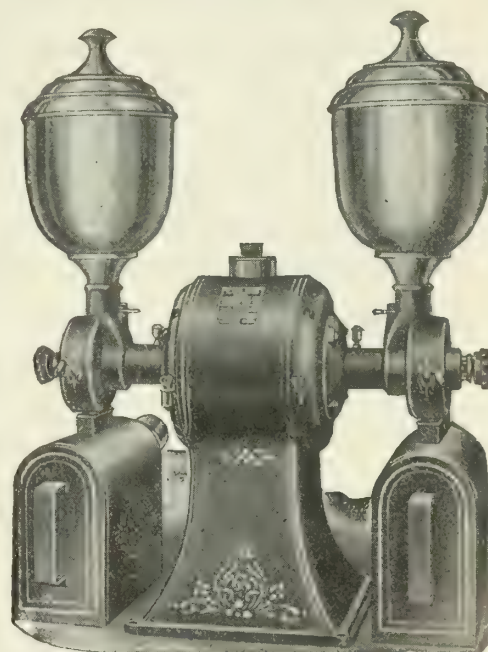
One of our
12 new
models.

Wouldn't
it be a
good idea
then to
look into
the Coles?

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co.,
Winnipeg; Todhunter, Mitchell & Co., Toronto; James
Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co.,
Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Here's something new that will put snap into your sauce sales.

Lytle's Chili Sauce has from its inception won the warm approval of the most discriminating Canadian housewife.

We are now featuring this winning line in a new size container with Anchor Closure and retailing at fifteen cents. This new line is beating all previous records for trade-attracting, quick-selling features.

The same splendid standard of quality which characterizes every one of Lytle's goods has been rigidly maintained. Nothing but the very best and most carefully selected ingredients enter into its manufacture.

Why not try out this winning line?

May we send you a few dozen by way of a trial?

T. A. Lytle & Co.
LIMITED

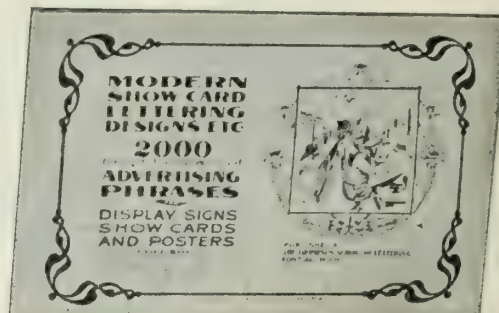
Sterling Road

TORONTO

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

**WITH THIRTY-TWO ADDITIONAL PAGES
TO THAT OF FORMER EDITIONS**

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

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outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

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143-153 University Ave., Toronto

SEND US YOUR LETTERHEAD

or something showing your firm name in full and we will be pleased to have it printed on from 50 to 200 copies of this intensely interesting booklet

"A Story of Sugar"

for distribution among your customers. This is the story of how sugar is manufactured, told in a bright, pithy manner. Don't miss this opportunity to secure for your patrons something really educational.

Send to-day.

ST. LAWRENCE SUGAR REFINERIES, LIMITED
MONTREAL



BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tins—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Suppose a newcomer in your neighborhood asks you for

Chase & Sanborn's Coffee

and doesn't find it. You may sell her something else that time, but it is probable that her permanent trade will go elsewhere.

Chase & Sanborn, - Montreal

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
- Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
 HAMILTON, ONTARIO

Every sip a delight



So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

Your customers will appreciate the superior quality, flavor, strength and aroma of

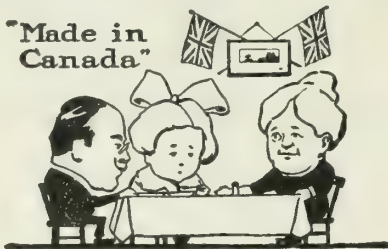
SYMINGTON'S

Reg'd Trade Mark

COFFEE ESSENCE

THOS. SYMINGTON & CO.
 Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co.,
 Toronto. Quebec—Messrs. F. L. Benedict &
 Co., Montreal. Vancouver and Winnipeg —
 Messrs. Shallocross, Macaulay & Co.

"Made in
Canada"

The One Price Line is The Square Price Line

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

The Canadian Salt Co., Limited
 Windsor, Ont.

"Cow Brand" success is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
 Limited

Manufacturers
 MONTREAL

One of The Chief Reasons Why "Red Rose Tea is Good Tea."

The increasing use of Indian Tea is due in no small degree to its good keeping qualities.

A good quality Assam Tea will show very little loss of either strength or flavor in nine to twelve months, while Ceylon Teas, lacking these keeping qualities, will often become stale and flat in half that time.

You have often had complaints of tea being weak and that "it doesn't taste like it used to." You will find that in almost every case it is a package of Ceylon Tea that has been complained of. You may not have had it in your store very long, but the tea has probably been a good while en route from the East—especially now in war time—and the tea has lost much of its flavor and strength.

In this respect the keeping quality of Indian Tea is a great advantage. We venture to say that you rarely, if ever, have such a complaint from Red Rose Tea, simply because it is composed largely of Indian Tea, especially Assams. These teas, blended with Ceylons, give the best combined results of flavor, strength, and keeping qualities, of any teas that are grown. The experience of the great London tea merchants has proven this beyond a question.

The above are some of the reasons why Red Rose Tea "is good tea" and why it has steadily forced its way to the front.

T. H. Estabrooks Co., Limited
T O R O N T O

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

ONTARIO.

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

QUEBEC.

W. J. McAULEY

Commission Broker

Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

W. H. Escott Co., LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

FRANK H. WILEY

Manufacturers' Agent
Grocery and Heavy Chemicals
Enquiries solicited for shipment from
Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

One Inch Space

\$1.00 Per Issue

on Yearly Order.

The effect of the Great Conflict

upon business and investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions — and of the best possible business and financial counsel.

THE FINANCIAL POST of CANADA

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its by-mail

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which deals with financial or business problems, furnishes a service of unsurpassed value.

Annual Subscription \$3.00 the Year.
Write for a Sample Copy.

THE FINANCIAL POST of CANADA

143-153 University Avenue
TORONTO CANADA

HEADQUARTERS FOR

White Beans and Evaporated Apples

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

W. G. PATRICK & CO.

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

If you want the market on NEW BRUNSWICK POTATOES

Wire or phone

HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

No. 19

Chats with Old Babi

(Canada's 105-year-old Pioneer)

The Soldier's Tobacco Box

"D' you know, lad, a fellow uses more tobacco when he is holidaying than any other time? He isn't working and the fresh air seems to give him an appetite for tobacco. The same must apply to the soldier boys. I think it would be a good idea if the grocers would do like some tobacco stores—have a box for soldiers' tobacco or chocolates. Anybody could buy a package of candy or a plug or two of tobacco, write the name and address of the sender and throw it in the box to be sent to the soldier boys 'Somewhere in France.'"

This is an idea every grocer could work out to good effect. Start a box with a pound of **King George's Navy** chewing tobacco.

**Rock City Tobacco Co., Ltd.**

Quebec and Winnipeg

Furnivall's

FINE FRUIT
PURE JAM

—have you tried it?

Always good, always pure, always ready sale—the winning line for your Fall and Winter 1915-16 business.

Send in your order to-day. Display Furnivall's Jams on your counter and in your windows.

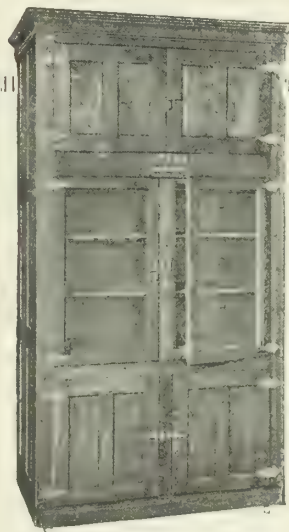
**Furnivall-New**

LIMITED

Hamilton, Ontario

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John, N.B. — MacLaren Imperial Cheese Co. Halifax, N.S. — MacLaren Imperial Cheese Co. Sydney, N. S. — A. E. Sheppard. Hamilton — R. M. Griffin. Winnipeg. Man. — H. P. Pennock & Co. Calgary, Alta. — MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — Central Brokerage Co.

It's a Big Profit-Earner For Them



Every user of the Eureka is a booster for the Refrigerator which eliminates loss of profit through spoilage, and loss of custom through dissatisfied patrons.

The Eureka Refrigerator has given grocers and butchers everywhere that satisfaction which comes only from perfect service. Twenty-eight years' experience has enabled us to make a refrigerator which is conceded by those who know, to be scientifically correct.

Why take chances of lost custom and wasted profits through using that old-fashioned refrigerator?

You will be interested in the Eureka Catalogue.

Write for it to-day.

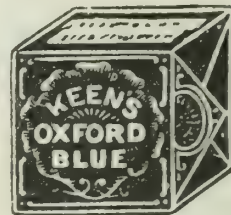
Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Keen's Oxford Blue— *the blue that stands head and shoulders above all competition*

—known the world over as the most reliable wash-day requisite for the ensuring of snowy white linens, etc.

Sell Keen's Oxford Blue and ensure yourself continued patronage, and your customers perfect satisfaction.



Stock up with and sell Keen's Oxford Blue

MAGOR, SON & CO., Limited

191 St. Paul St. W., MONTREAL

30 Church St., TORONTO

AGENTS FOR THE DOMINION OF CANADA

A name that counts—

that means to your customers proven quality — absolute purity—
certain satisfaction—is

Redpath Sugar

For as many years as they can remember—and more—REDPATH has been known as Canada's best sugar, and every package they buy, every comparison they make with other sugars, strengthens their confidence in the name "REDPATH."

REDPATH Original Packages are convenient to handle—easy to sell—sure to satisfy. It is good business policy to associate your store with such names as REDPATH.

Canada Sugar Refining Co., Limited, Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 15, 1915

No. 42

Canada's War Supplies

Resume of What Agent of British War Office Has Been Doing in Canada Outside of Munitions
—Foodstuffs, Hardware, Footwear and Dry Goods in Demand—Orders to Extent
of \$5,000,000 Placed.

Written Especially for Canadian Grocer

WITH all branches of trade more or less dislocated from their usual channels and unprecedented business conditions prevailing, the attention of the manufacturer and the producer is being largely occupied in an analysis of this commercial confusion with the idea of taking advantage of any development which may work to his compensation and advantage. The predominant factor in the Canadian situation at the present time is War Orders. In the readjustment of affairs new markets for our natural products abroad and new demands for our manufactured goods at home will undoubtedly materialize, but while the great conflict lasts the needs of the armies in the field will form the great incentive to our energies.

Manufacturing war supplies is practically a new departure for Canadian industry and the supplying of food stuffs requires the production of new "rations" which are new to us. A careful study of the whole situation is, therefore, required if Canada is to secure her share of the war business. The production of munitions has been carried out on a broad scale, because the situation was one where there was practically unlimited demand for certain standard shells and manufacturers worked to that standard, but in addition to ammunition there are hundreds of articles which enter into the equipment of the fighting forces in the field, and in this connection it would appear that in a large degree the share of business coming to Canada will depend upon the ability of our manufacturers to rise to the emergency. In view of this, *Canadian Grocer* has been keeping closely in touch with the agent of the British War Office in Canada and recently has been able to secure many details regarding the nature of the orders which have been placed and, what is more important, cer-

TRADE PAPER PUBLICITY COUNTS

The articles which have appeared in the trade papers of the MacLean Publishing Company, recommending manufacturers to get into communication with the British purchasing agent, have, according to Mr. Fitzgerald, resulted in a large number of communications.

He estimates that about twenty-five manufacturers or their representatives who have called upon him have made reference to what has appeared.

tain requirements which present new possibilities.

How System Operates

The arrangement through which the British War Office secures its miscellaneous war supplies—excluding ammunition, horses, fodder and other munitions—has been previously outlined. Working along practical lines, an arrangement was reached through the Canadian Pacific Railway by which Edward Fitzgerald, of the company's purchasing department and a buyer of many years' experience, was made agent of the War Office. His machinery is a unit of the C.P.R. system which is acting directly under the control of the British authorities. Thus Canadian manufacturers and producers seeking a share of war business need not consider such factors as political influence, second-hand commissions, etc. They will be dealing with the War Office just as they would deal with the Canadian Pacific Railway. This means that goods are bought on their merits, the three important points being quality, appearance and price. The first

two must be up to the Government's samples or close enough thereto to favorably pass inspection and the latter must face competition from other available sources—with, of course, some slight favoritism for the colonies as compared with foreign countries.

Since his appointment, Mr. Fitzgerald has placed orders for about \$5,000,000. In relation to the reports which have been heard of the immensity of the shell orders, this amount is comparatively small; but when it is remembered that it is for miscellaneous articles and when it is considered in relation to peace times it will be recognized that it represents a big volume of business. However, there is reason to believe that it might have been greater with a wider field and with a better appreciation in England of our possibilities. This is indicated by the fact that when Sir Thomas Shaughnessy went to England to interview the war authorities early in July, the arrangement with the C. P. R. had been in effect for about three months and only \$500,000 of business had been placed. This has increased to ten times the amount since, and it is expected that with Mr. Meldrum, who was appointed to the C. P. R. London staff some time ago, co-operating at the other end, it will be possible to bring the possibilities of Canada more directly to the attention of the British War Office.

The information which is now given out by Mr. Fitzgerald lacks in details as to prices paid, quantities ordered and successful bidders. These particulars will not be made public for the time being, Mr. Fitzgerald taking the stand that they might tend to interfere with future bids and cause dissatisfaction as to past orders.

As regards the amount of money involved, the most important items of the purchases made cover the following:

Woolen sock and cotton drawers.

Shovels, axes, electric wire and handles.

Cheese, rubber boots, matches.

The orders for sock and drawers were about the most important of all and covered several million pairs. In connection with this business Mr. Fitzgerald explains that the exact standard of the War Office was not reached but that he obtained samples from Canadian manufacturers and the orders were authorized by the War Office from the standpoint of quality and price and in relation to the capacity of the plant securing the business.

Shovels and spades were secured in large quantities, the orders running over 12,000 dozen. The business was divided between manufacturers at Hamilton and Gananoque, these being about the only two plants prepared to handle orders of this magnitude, considering price and date of delivery.

Handled axes of many kinds, and totalling hundreds of thousands, were purchased in many parts of the country, practically every manufacturer from Nova Scotia to Ontario getting a share. They were of several styles, including felling, hand, and hammer-headed. The latter is a formidable instrument and is evidently intended for the destruction of barbed wire barricades, etc.

Electric cable of a special insulated variety and suitable for field work was purchased in large quantities, upwards of a thousand miles being secured.

Hundreds of thousands of hickory handles of all varieties have been purchased, this being one of the lines in which there has been a very strong demand.

The Cheese Orders

Cheese has been ordered in considerable quantity. These orders have been practically closed for the time being and there is but a very small proportion which has not been sent forward. Supplies have largely been secured in original markets and the buying was spread over a considerable period.

Rubber boots of the full hip pattern have recently been in strong demand. Every Canadian manufacturer capable of supplying got a share of the business and practically every plant in Canada had orders for unlimited quantities to be turned out between September 1st and the 16th of October.

Large quantities of safety matches are being shipped from the Eddy plant for the use of the troops. This business was placed as soon as the Canadian samples of matches had been seen by the authorities in England.

New Lines Developed

Articles which have been turned out in Canada for the first time or which have never been exported in quantities before include:

Helmets and drums.

Shoepacks.

The order for helmets, which included nearly 90,000 of this style of headgear, was unique for Canada as was also that for drums which embraced six hundred of large and small military designs. Drums have been largely imported into Canada heretofore.

The market which has developed for shoepacks is an outstanding example of how business may be developed by direct methods. A Canadian manufacturer took a small lot of this type of footgear to England and interested the War Office officials. The boot, which is specially designed for the use of lumbermen and others who have occasion to do much rough travelling, is a very substantial one, and is, besides, warm and watertight. The first samples were followed by a substantial order in August which

FOODSTUFFS WANTED

All producers of foodstuffs suitable for rations for the troops of the Allies, should keep in touch with Government purchasing agents.

*Evaporated Potatoes,
Evaporated Onions,
Dessicated Soups,
are now wanted by the British War Office while other similar lines are likely to be required.
E. Fitzgerald is the British Purchasing Agent, Windsor Station, Montreal.*

evidently gave satisfaction, for there was a repeat inquiry in September. Already several thousand pairs have been purchased and shipped and these represent a lot of money, the packs being very high-priced footwear.

The shoepacks, like the helmets and drums, indicate the possibilities of the war supply business developing a demand for Canadian products which have never found an outside market before, and there is a strong probability that this special type of Canadian boot will find a permanent demand after the war is over.

Lines Being Developed

The following are some products with regard to which steps toward manufacture are now being taken or are being considered:

Evaporated vegetables.
Snowshoes.
Barbed wire to special specifications.
Needles for knitting machines.
Snap fasteners, American type No. 22.

There are evidently great possibilities in the supplying of food stuffs if Canadian producers can turn out the varieties which are peculiarly suited for use

on the battle field. There is to-day a big demand for evaporated vegetables including potatoes and onions, particularly the former. Mr. Fitzgerald is desirous of getting into touch with firms that can produce these evaporated potatoes, but it is doubtful if there will be a big volume of business with tubers at their present prices. Already one Ontario firm has done a big trade in this line with the French government. Another variety of prepared food for which there is inquiry is Julienne, a kind of dessicated soup preparation. Firms capable of making such products should get into touch with Mr. Fitzgerald at once.

Barbed wire has been purchased in large quantities, but there are greater possibilities as regards this product if specifications are more closely followed. The War Office calls for a wire with 4-point barbs not under one inch long and much closer together—say an inch and a half apart. The spools must also be smaller and should carry only about twenty-eight pounds of wire. This size evidently is much more convenient for handling in constructing barricades. Some of the Canadian mills are now considering plans to meet these specifications and it is expected that substantial orders will follow.

For needles for knitting machines and for snap fasteners, American type No. 22, there have been inquiries from the War Office, and Mr. Fitzgerald is now in communication with several firms which may be able to meet the requirements.

There is a demand for snowshoes and all firms who can manufacture them would do well to get into touch with Mr. Fitzgerald at once.

Unfilled Inquiries

There have been a number of inquiries sent out by the War Office which could not be fulfilled in Canada from any information which Mr. Fitzgerald could obtain. In the event of any manufacturers being interested he would be pleased to hear from them. They include:

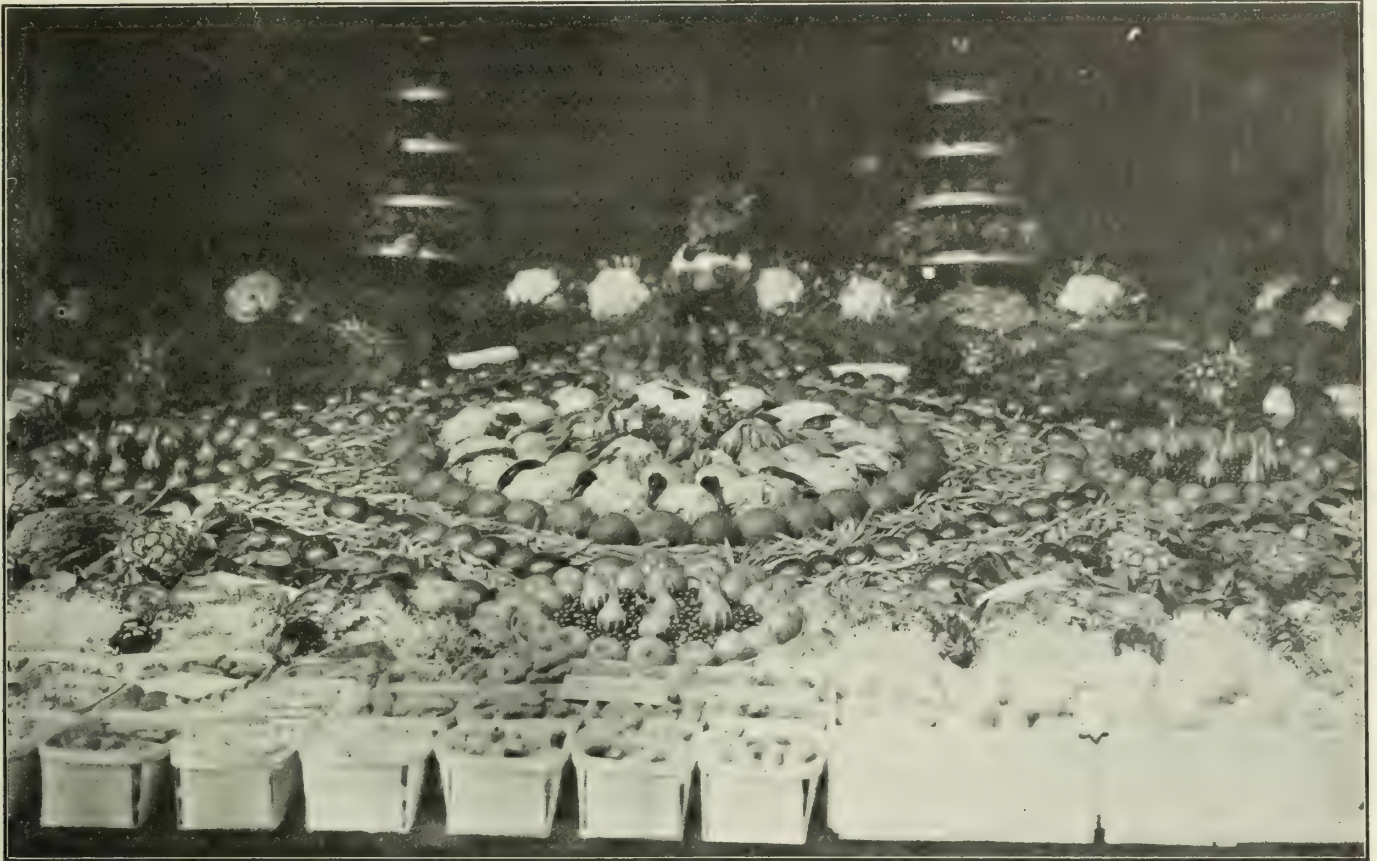
Rubber sponges.
Chemical and laboratory glassware.
Meat mincers of special design.
Cotton and linen webbing.
Special brass eyelets.
Enamelled steel wire and spelter.

Other Lines Purchased

Other Canadian-made goods which Mr. Fitzgerald has secured include:
Reaping hooks, large and small.
Cement sacks.
Steel wire rope.
Field forges.
Miscellaneous tools.

The tools referred to embrace many varieties such as chisels, screw-drivers, vises, brass drifts, drills, shears, augurs,

(Continued on page 39.)



An exceedingly neat and novel arrangement of vegetables and fruits for an Autumn trim. Note the diamond shape of the display and the circular centre with circles on the diamond points.

Fine Saturday Vegetable Window

Circular in Centre Extending Out in Diamond-Shaped Fashion, With More Circles at Diamond Points—Splendid Time for Selling Fall Vegetables and Fruits—Vegetable Season Soon Over.

MANY grocers dress every Friday for Saturday's trade something extra attractive in the way of a fruit and vegetable window. Of course these goods can be thrown into the window in boxes and loose, so as to present anything but a neatly trimmed display. On the other hand they can with a little extra care be made into a real salesman.

Note the accompanying window trim. Observe how it was built out from the centre into an exceedingly attractive array of vegetables and fruit. The centre contains cauliflower—this being surrounded by a row of oranges and this again by spring beans, apples, more beans, etc. While the inside centre of the display is almost circular, the farther out it gets

it becomes diamond in shape with an attractive circle at each of the four points of the diamond. Here are shown cranberries, small squash, quinces. There are also some pineapple and cabbage and close up to the glass are small baskets of fruit. To the rear are a couple of circular vegetable display stands which add much to the attractiveness of the trim.

Now is the season of the year when vegetables are plentiful and every endeavor should be made to sell as many of them as possible before the season passes. Exceedingly attractive and appetizing trims can be made of fruits and vegetables and as there are always plenty of them at this time the window trimmer is not faced with any difficulty.

The Fruit Marks Act

Editor Canadian Grocer.—Please advise me through your valuable paper of the provisions of the Canadian Fruit Marks Act. No doubt other grocers would appreciate this information at this time.

F. H. R.—.

Winnipeg, Man., Oct. 13.

The Act is as follows:—

Every person who buys himself or through the agency of another person fresh fruit in a closed package intended for sale shall cause the package to be marked in a plain and indelible manner in letters not less than half an inch in length before it is taken from the premises where it is packed.

(a) With the words "Packed By," and with the initials of his Christian names, and full surname and address. Or in the case of a firm or corporation with the firm or corporate name and address.

(b) With the name of the variety or varieties.

(c) With designation of the grade of fruit which shall include one of the following four marks: Fancy, No. 1, No. 2, No. 3.

2. Such mark may be accompanied by any other designation of grade or brand, if that designation or brand is not inconsistent with, or marked more conspicuously than, the one of the said four marks which is used on the said package.

321. No person shall sell, or offer, expose or have in his possession, for sale, any fruit packed,—

(a) In a closed package and intended for sale unless such package is marked as required by the provisions of this part;

(b) In a closed package, upon which package is marked any designation which represents such fruit as of,—

(i) Fancy quality, unless such fruit consists of well grown specimens of one variety, sound, of uniformed and of at least normal size and of good color for the variety, of normal shape, free from worm holes, bruises, scab and other defects, and properly packed;

(ii) No. 1 quality, unless such fruit includes no culls and consists of well grown specimens of one variety, sound, of not less than medium size and of good color for the variety, of normal shape and not less than ninety per cent. free from scab, worm holes, bruises and other defects, and properly packed;

(iii) No. 2 quality, unless such fruit includes no culls and consists of specimens of not less than nearly medium size for the variety, and not less than eighty per cent. free from worm holes and such other defects as cause material waste, and properly packed;

(c) In any package in which the faced or shown surface gives a false representation of the contents of such package; and it shall be considered a false representation when more than fifteen per cent. of such fruit is substantially smaller in size than, or inferior in grade to, or different in variety from, the faced or shown surface of such packing.

Fruit Packages

325. All apples packed in Canada for export for sale by the barrel in closed barrels shall be packed in good and strong barrels of seasoned wood having dimensions not less than the following, namely: twenty-six inches and one-fourth between the heads, inside measure, and a head diameter of seventeen inches, and a middle diameter of eighteen inches and one-half, representing as nearly as possible ninety-six quarts.

2. When apples, pears or quinces are sold by the barrel, as a measure of capacity, such barrel shall not be of lesser dimensions than those specified in this section.

3. When apples are packed in Canada for export for sale by the box, they shall be packed in good and strong boxes of seasoned wood, the inside dimensions of which shall not be less than ten inches in depth, eleven inches in width and twenty inches in length, representing as nearly as possible two thousand two hundred cubic inches.

4. When apples are packed in boxes or barrels having trays or fillers wherein it is intended to have a separate compartment for each apple, the provisions of this section as to boxes and barrels shall not apply.



SUGGESTS BILLETING AT PRIVATE HOMES

That the soldiers who will make their winter quarters in Winnipeg should be billeted at private houses or boarding houses was the conclusion reached by the Grocers' Section of the Retail Merchants' Association, and a committee was appointed at the last meeting to take up the matter with Colonel Ruttan, D.O.C. It was argued that if the soldiers were billeted in this way they would get better food and could be fed cheaper, while the grocers and butchers would benefit by the arrangement.

The question of the early closing by-law was taken up and a letter was read from Crown Prosecutor Graham, which stated that if the association would provide him with a list of goods which should not be sold after 6 o'clock, he would be governed by it as regards prosecuting for breach in the early

closing by-law. Messrs. White, Stanley, Nesbitt, Brock, and Nimens were named a committee to prepare this list.

James O'Hare, recently elected chairman, presided at the meeting.



FRUIT CANNING IN CANADA

The United States consul at Calgary, Alta.—S. C. Reat—reports to Washington, D.C., the following information on fruit canning in Canada:

"The principal canning factories in Canada are located on the Niagara Peninsula and in British Columbia, at Kelowna, Vernon, and Mission. The Government records show 82 establishments canning fruits and vegetables, with an annual valuation of \$5,971,082. There are 65 establishments that produce evaporated fruits, showing a valuation, according to the most recent report of \$448,929.

"The establishments both east and west are improving their methods, and the growers of fruit are also doing much better in Canada than formerly. With the present customs tariff against imports of canned and fresh fruits and the tendency of the Canadian product to improve, it is evident that this market will be more difficult for foreign products to enter than it has been during the past 10 or 15 years.

"The Canadian customs tariff is as follows: Fruit in air-tight tins, 2½ cents per pound, weight of package included; jams, jellies, etc., 3¾ cents per pound. Fresh fruits—oranges free; apples, 40 cents per barrel of 3 boxes; pears, 50 cents per hundred pounds; plums, 30 cents per bushel; prunes, 67 cents per hundred pounds; dates and figs, 55 cents per hundred pounds; dried fruits, such as prunes, currants, and raisins, two-thirds of a cent per pound; dried fruits, such as apples, apricots, etc., 25 per cent. A surtax of 7½ cents ad valorem is charged on most imports into Canada, including all fruits except limes, in addition to the foregoing rates of duty."



WESTERN CANADA FLOUR STATEMENT

The annual statement of the Western Canada Flour Mills Co., presented at the annual meeting of shareholders last week showed profits for the year ended Aug. 31, 1915, amounting to \$340,063, which was an increase over the previous year of \$24,817 and an increase over 1913 of \$56,770. After meeting fixed charges amounting to \$96,865, the company earned 11.5 per cent. on its common stock, which totals \$2,124,700. This compares with slightly under 11 per cent. a year ago.

The dividend disbursement was \$12,494 in excess of 1914, after paying which the company added \$73,222 to profit and loss balance, against \$57,294 a year ago.

The Hallowe'en Trim

Time of Many Social Functions and Therefore Season for Candies, Nuts, Fancy Fruits, Fancy Biscuits—Hallowe'en Display Gives Publicity to the Store—Use the Pumpkin to Suggest the Season.

HALLOWE'EN is not far distant. This popular time among the young folks presents another good opportunity for the retailer to show a special window display. A Hallowe'en window trim is a splendid thing from a publicity standpoint. It gets the attention of the children as well as the grown folks and starts everybody talking about the store.

Hallowe'en, too, is a time of many little social functions among friends. It is therefore a time when confectionery, nuts, fancy biscuits, fancy fruit, etc., will be called for. A display appropriate for the time and containing these and other goods along the lines above mentioned will be sure to get not only attention but results.

Note the accompanying display. The pumpkin

is the appropriate feature from the Hallowe'en standpoint. Cut in the caricature of a human face and lighted at night with an electric light or a candle it becomes a great attraction. Several pumpkins were used in this way in the window display shown herewith. The neat way in which the candies, nuts, etc., are displayed, adds greatly to the selling power of the trim. A window display of this character is, too, a creator of demand for pumpkins, so it would be necessary for the merchant to have a supply on hand of various sizes. The showcard at the left hand side reads: "Buy the Children Some Nuts—Hallowe'en Only Comes Once a Year."

Canadian Grocer would appreciate a photograph of any Hallowe'en window any of our readers may show the week after next.



Suggestion for a grocery Hallowe'en display. Candies, nuts, dates, fancy biscuits, jelly powder, etc., can be featured in view of so many social functions held at this time.

CANADIAN GROCER

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JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

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OFFICES:

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Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—142-153 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 007, 140 So. Dearborn St.; Phone Randolph 3234. Boston—C. L. Merton, Room 733 Old South Bldg.; Phone Main 1024.

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CANADIAN TOMATOES IN ENGLAND

THE TRADE who are readers of Canadian Grocer have known for some time the strength of the canned tomato market. This has been referred to time and again in our market columns, and readers will remember we predicted a couple of months ago that canned tomatoes would be much dearer this season than last. At that time tomatoes could be purchased by the retail trade between 70 and 75 cents, whereas to-day about the lowest price is around \$1 per dozen in Eastern Canada. One of the things that has tended to this firmness is the export trade to the Old Country which is new so far as this country is concerned. Dealing with this point, the Canadian Trade Commissioner at Leeds, Eng., reports in the last Government Bulletin as follows:

"A noticeable feature of the window displays in some of the better class grocery stores in this district has been canned tomatoes of Canadian canning. Taking advantage of the interruption to supplies from Italy, canning companies in Ontario have sent forward shipments of canned tomatoes to the English market.

"This development is all the more interesting in view of the information which has been furnished in former reports calling attention to the opportunity for Canadian canners, in view of the likely curtailment of the Italian supply, owing to causes arising out of the war."

Canadian Grocer has already pointed to the fact that Great Britain has not been able to secure the usual quantities of Italian tomatoes this year on account of Italy being engaged in the war. It is interesting to note that the better class grocery stores in

the district of Leeds are displaying Canadian canned tomatoes. The majority of tomatoes are of a high quality and it is safe to say that once the British public get accustomed to them, they will find a permanent place on their tables.

THE PEDLAR AND THE TEA TRADE

IT IS AN established fact that the tea pedlars throughout the country are in many districts getting the better of the retail dealers. This is something that should not be. There is no reason why the retail merchant should not have the entire support of his customers in so far as their tea trade is concerned. Tea is an important article in the store. It is a necessary staple called for every day and used by every family at almost every meal.

Why is it that the pedlar—we do not say in every case, but in a great many—is getting the tea trade away from the legitimate retailer? The answer is not far to seek. A retailer who is not sufficiently acquainted with his tea business to supply his customers with a uniform blend and quality tea every time is sure to lose a portion of his tea trade. When customers have been accustomed to drink a certain blend of tea and to like it, they want to purchase it every time. They buy from their grocer so long as he supplies them with that quality and blend. The moment, however, he neglects to do this, they can be easily prevailed upon by the first pedlar who raps at the door to try the tea that he is selling. In fact any pedlar who comes along is almost sure to get a hearing. When the time comes that the retailer supplies from one year's end to the other a uniform blend of tea to his customers his loss of tea trade will practically cease.

HELPING UNFOUNDED SUSPICION

THE FOLLOWING was clipped from a Hamilton, Ont., paper of last week:

SUGAR DOWN

In Size of Lumps, But Not Much in Price

"Do you notice how sugar is coming down?" This question was asked by an up-town restaurant keeper of the *Times* this morning. He answered his own question by saying that lump sugar was down in size. Formerly sugar of this kind was sold in lumps about three-quarters of an inch square, and a quarter of an inch thick. But lately the size has decreased greatly and now the separate pieces are very small cubes—a little more than a quarter of an inch each side."

As a matter of fact sugar has declined 60 cents per cwt. in the past six weeks or so. Anyway sugar is sold by the pound not by the lump, so what's the difference? It isn't like a cake of soap or a stick of candy—all of which goes to show how some daily mediums print senseless articles that tend to make it harder for the retailer to satisfy his customers.

SOMETHING WRONG SOMEWHERE

THREE GROCERS within a stone's throw of one another in a certain locality in a Canadian city are selling the same sized tin of Tuna fish at three different prices. A customer made some enquiries from the three on the price of the fish and found that one was asking twenty cents, another eighteen cents, and a third fifteen cents for the same tin. When this was pointed out to each of three, each maintained that his was the correct price.

All three could not be correct. Two of them were either selling at a loss or an excessive profit. There is, of course, the possibility that one was buying cheaper than the other, but this is not probable on such a line.

The whole thing simmers down to the importance of a definite knowledge of invoice costs and cost of doing business. Two of the three merchants are wrong somewhere. Not only that, but the customer is going to lose confidence in the stores of her community, which is not a good thing for the community. The time has certainly arrived when every grocer should know his costs. He should have absolute knowledge of his overhead expenses and there should be no guesswork about it.

GOOD IN ADVERSITY

ONE of the largest firms in the world, engaged in the manufacture of farm implements, etc., in a recent issue of its house organ directed the attention of its employees to the following:

"Observation of the relative achievement of different periods leads us to believe that it is not hard times we as a company should dread so much as

periods of easy business. The last year, supposedly one of close sales and hard sledding, has brought much to our organization that is desirable.

The loss of business in certain parts of the world has led us to investigate the possibilities of the remaining territory and has led to a salutary intensive cultivation of sales. It has served to teach us the boundless possibilities of any given territory provided we will concentrate upon it. With our organization and its equipment we can develop an amount of business hitherto unsuspected.

The individual employe, also, has learned much from this experience that will be helpful to him throughout life. Forced economy had reduced the amount of assistance each man has had in the past and all have been compelled to assume greater burdens of work. We have learned that a man can do two or three times as much as he would have believed in easier times, and do this as quickly and thoroughly as ever. We have learned the results that may be secured from concentration and the careful investment of time and energy."

Just as this large corporation has uncovered hidden possibilities, so have many wholesale and retail grocers throughout Canada. By intensive cultivation of their territories many firms have kept their sales so far this year, on a par with the sales of corresponding periods of former years.

POWER OF THE WINDOW REALIZED

NO BETTER TRIBUTE can be paid to the window than a recital of the fact that sometime ago the Rice Leaders of the World Association, with headquarters in New York, put on a window dressing contest in the United States and Canada for which prizes to the extent of \$15,000 were given. The Rice Leaders of the World Association is an association formed of a number of the leading manufacturers of various lines, including foodstuffs. When such an organization values the selling power of the window to the extent that it will pay \$15,000 in prizes it is a positive fact that the window is a very valuable asset to any merchant who utilizes it properly. In the contest referred to, the prizes range all the way from \$10 to \$2,000, and a total of 463 awards were made by the judges. A number of Canadians were among the winners. Thousands of persons took an interest in the contest which was an exceedingly large one.

When such regard for the power of the window to sell things is held by an Association like the Rice Leaders of the World, retail dealers in cities, towns and villages in Canada should make every endeavor to get the most from their windows. This can never be done by three or four attractive displays during the year on special occasions, such as Christmas, Easter and Thanksgiving, but only by presenting the most attractive displays possible every week in the year.



Omitted the Retailer

The Retailers' Journal, Chicago.

Although the National Coffee Roasters' Association have proclaimed the week of October 18th as National Coffee Week, a careful survey of the grocery stores in the Middle West shows little agitation in its behalf. In fact, as far as this territory is concerned, the affair bears the earmarks of being a farce pure and simple. And there is just one reason for this.

It is evident the gentlemen in charge of this celebration do not believe in the use of printers' ink, at least not as far as the grocer is concerned, for they have as yet failed to send even an intimation of the event to some of the trade papers which are most read in the grocery.

Of course, it makes no difference to us, but it would seem that, in order to reach the rank and file of those who sell coffee, and on whom special efforts should be made, it would be well to supply the trade papers with facts and plans of this event so they in turn can tell it to their readers.

The men behind this movement will find they cannot get a great deal of co-operation from the grocer unless they fully inform him of their plans, and the only way to do that is to publish the facts in the grocery papers.

* * *

The New Budget

The Grocer, London, Eng.

The heavy burdens in the form of new and increased duties and other taxation which the Chancellor of the Exchequer had to impose upon the country in his budget recently naturally were not welcomed, but they have been cheerfully accepted by all sections of the community who realize that the enormous cost of the war, past, present and prospective, necessarily calls for self-denial, and that it is the duty of those who cannot or do not enter the active combatant forces to pay without protest, knowing that while many thousands of our fellows are freely giving life and limb, the self-denial which monetary contributions to the common cause of humanity and civilization may involve is the least that they can undertake. The particulars of Mr. McKenna's proposals show that once again the grocery trade has been called upon to undertake the collection of an enormous revenue for the Govern-

ment, and although many members of the trade will be severely handicapped by the need for much additional capital in their business, they have shown at the meetings of their associations that they will undertake the duty which is placed upon them without grumbling. The only serious complaint which has been uttered by the trade is that the Chancellor did not take this opportunity to make the huge profits of the co-operative societies (some £14,000,000 last year) liable to income tax.

* * *

Finance on Farming

Wall Street Journal.

In the evolution of American agriculture the years between 1910 and 1920 will properly be designated as the Era of the Silo. Until this source of cheap feed supply came into use live stock as a factor on the farm depended largely on producing cheap corn. But corn at 60 cents a bushel or more is too much of a luxury for feeding and fattening animals on the farm unless their destination is the market where prices must cover the cost of production. The silo not only takes care of the corn which does not reach the normal grade of maturity, but it releases millions of bushels more for the market. It turns the millions of waste fodder into a feed of highly fattening quality. In other words, the silo is the fortress by which the American farm restores and develops the fertility of the farm acres to pristine productivity.

* * *

An Inspiration to Grocers

New England Grocer and Tradesman.

We have always asserted that there is as good an opportunity to succeed and make money in the retail grocery business as in any other line, provided the same ability is brought to bear, provided the same intelligence is exercised. It is nothing against the retail grocery business as a vocation that a few people, who have not sufficient intelligence to conduct any business, fail to succeed. We must look to the successful grocers, who are in the majority, for an answer to the question propounded.

Read this and then say whether or not it is inspiring, and whether or not it is another proof that there is money to be made in the grocery business, even more than a living. A grocer of Bridgeport,

Connecticut, who recently died, during his lifetime amassed nearly a half a million dollars. The inventory of his estate shows that he had \$417,000 when he died. He owned real estate in the city valued by appraisement at \$160,000. He owned 249 shares of the grocery company of which he was the founder, and had an extensive business in hay, grain, feed, coal, to say nothing of groceries. From a small retail store, the scope of his business was greatly extended, until it is one of the largest concerns of its class in Connecticut. Outside real estate business, which he owned, and his own business, this grocer had a few other investments, and there were for but nominal sums. He probably was one of the grocers who get a profit on everything they sell.

* * *

Analyzing Sales and Profits

The Inland Storekeeper.

If you have more money in the bank to-day than you had a year ago, you are justified in believing yourself to be a success.

In other words, it is hard to go behind net results, and to challenge the accomplishments of anybody who has actually produced a profit on his operations.

Yet there are many cases where storekeepers who think they are successful, and who are well satisfied with what they are doing, could increase their net profits 10, 20 or 30 per cent. without adding to their sales or their expenses.

How?

Simply by analyzing their businesses, locating the weak spots, eliminating the dead lines and replacing them with profit makers. The store which is treated as a unit, and where sales are grouped, without any attempt to separate them into various classes, tends to develop sections of goods which are moving too sluggishly as to hold back the progress of the store to a very decided extent, and when profits are made in such a store, it is in spite of this handicap, and not, of course, because of it.

Cutting out the dead stock is a good deal like taking the brakes off the wheels of a motor car. The power which has been consumed in the friction caused by the brakes will manifest itself in increased speed.

Overcoming the Rural Club

Interesting Correspondence on Subject on Which Discussion Was Opened Last Month—Difficulties Against Which the Retailer Must Battle—Suggestions on How the Work of the Rural Club Promoters May Be Neutralized

EDITOR Canadian Grocer,—
Dear Sir,—Will you kindly forward the enclosed letter to the writer of the article "Getting the better of the Rural Club," in The Grocer of 3rd September, and oblige.

Yours very truly,
F. M. J——.

To "A successful General Merchant,"
re the "Canadian Grocer."

Dear Sir,—Many thanks for your article in Canadian Grocer, in answer to mine, and I am herewith taking advantage of your kind offer.

I have jotted down a few particulars re the situation here—perhaps not so fully as I might—and if you can let any further daylight into it, it will be highly appreciated.

I have been away from home, and have been busy since returning—hence delay in replying.

F. M. J——.

Particulars Re the Community

By F. M. J——.

We have here two good stores, situated nine miles from a railway, and six or seven miles from other stores. We handle everything but millinery, and carry stocks of \$6,000 to \$8,000 each. We pride ourselves that the public can procure any article in reason, and we give as good service as I think can be had in any good sized town, so that your guess at the farmer not being able to get the service, does not count.

Re social intercourse—Your view seems to me to be extreme. We have church meetings, beef-ring meetings, different society meetings, social clubs, debating association, a large well equipped hall for dancing, concerts, etc., to say nothing of patriotic meetings, which with numerous autos owned by farmers leave little to be desired in the way of social intercourse.

Re your second factor—"Who is behind and why?" We do not carry many lines of fancy dry goods, nor ready mades, but have all staples and general lines of smallwares, groceries, and we admit the influence of the ladies in buying. But we do not think it figures much in our case, as you will notice the articles mentioned (seeds, twine, corn, sugar, flour, oil) are more in line of what a man procures for house and farm.

Your third factor comes nearer the point than the others—"that the association organizer has got the lead by

SOME few weeks ago a letter appeared in these columns from a country general merchant who had difficulty with the farmers in his district who had united to purchase direct. He asked opinions of others and one appeared from a successful general merchant on the subject.

The writer of the original letter replied with correspondence that opens this article, which letter was passed on to the "successful general merchant" and his reply awaited so that everything could appear here together. This constitutes a splendid addition to the discussion.

using bargain prices as a lever to form the association."

The bulk of our farmers are well to do, though they do ask for credit. A number of those pushing the association are on my books for small amounts. I have preached for years the inconvenience arising from want of country stores and the probability of higher taxes, but the natural love of buying cheaper offsets all other advantages. To-day two autos passed going some 40 miles for fruit, that they can buy at the door, which they will divide among neighbors at only a fraction less than we sell them for, if you consider wear and tear, expense and time. We certainly try to get direct returns from all business, and have not yet learned to cut certain lines below cost and sell others at extreme prices, for instance, buying wool, butter, etc., above market prices, but selling certain lines of dry goods at outside figures.

I had made up my mind to go to the Granges, and submit prices to them, but I met a merchant at the Toronto Exhibition who catered to the Patrons of Industry years ago and dropped \$3,000; so I am still hesitating.

I do not advertise, as to fully cover the ground I would have to do so in some seven newspapers.

Your closing remark about impressing buyers about quality does not apply very much in the articles mentioned, as brands are well known, though it may do so as a broad rule. My one thought left is to put a wagon on the road next spring with a good man in charge, making regular trips, specializing on butter and eggs.

* * *

Reply From the General Merchant

The information given in your letter throws more light on the difficult prob-

lem which you have to face in your community. Even if you take exception to several of the factors which I argued entered into the situation I still maintain these factors should be carefully looked into. The factor of social intercourse is most important, and although you have church meetings, beef-ring meetings, different society meetings, etc., and even if the numerous autos owned by farmers enables them to go rapidly from one end of the country to the other, you will still find that social intercourse is an important factor and should be turned to YOUR benefit. In this regard I might cite that the departmental stores in large cities, even in the midst of the many and varied attractions, find it to their advantage to provide different forms of social intercourse and conveniences for their customers during business hours, not "after hours," and you will perhaps find it to your advantage to establish in your store places where it would be convenient for the buyers in your community to gather together. I might suggest that you have a little room off to one side in which the men could gather for a smoke and discuss politics, etc. Get the men coming to your store, and the women will naturally follow suit. The women will do the buying while the men decide the fate of the country. This is a radical suggestion yet I know of one store in the Canadian north-west which has found it to be of great value in drawing trade.

Influence of the Women

Even though the associations are organized to buy twine, tea, sugar, flour, oil, etc., which as you state "are lines which a man secures for home and farm," you will find that the influence of the woman on the buying of these articles is a factor that should be considered and considered most seriously. The direct influence of the woman on the buying of these individual articles may not be very great, but the constant requests of the ladies to get "to town" where they will have opportunities to buy things they do not see in your store, is a constant force working against home buying. It is the desire "to see" things rather than a desire "to buy" things that induces them to go to the city. You may have the very goods in your store, but as they do not see them, there is no inducement to buy. You must create a demand.

I am still of the opinion that the real

trouble lies in your own store and in your method of doing business. I feel the real trouble is that you have not paid any great attention to the display of goods in your store, and while you may "stock" the goods which your customers buy from outside sources there must be and is a reason why they are buying elsewhere. Upon investigation you will likely find that the outsider has presented his goods in a more attractive way than you have been in the habit of doing and by so doing has beaten you out of the sale that was rightfully yours in other words, he used better salesmanship. The "natural love of buying cheaper" is a factor that may be almost ignored when you take into consideration what it is possible to do by good salesmanship. For instance, Gillette safety razors are SOLD at \$5, whereas you can BUY a very good safety razor for \$1 but the merits of the Gillette have been so attractively set forth that to-day there are more Gillettes in use than the \$1 variety. It is possible to do the very same thing with staple lines by featuring the service your store renders. You mention that "two autos passed going some 40 miles to buy fruit that they buy at home for about the same price." This you advance as a reason to support your contention that the love of cheaper buying is really the obstacle that you have to overcome. I cannot agree with you. I believe that the buying is merely incidental to the pleasure trip. There is a class of people who are looking for such excuses to explain why they shirk their duties at home. It is a case of pleasure before business.

In the Dealer's Favor

Looking at this problem after carefully considering the information that you have given me in your letter, I still believe it possible for you to overcome this unfair competition. Look at it this way. You state that you have the goods that these farmers desire; you offer them at a price that is very attractive when the service rendered is considered; you are the "home merchant." Buying in your store will increase the business done in your town which in turn will advance the value of real estate and other local investments of the residents of your locality, and in addition to this you are right "on the job." With all these things in your favor, you still fail to land the business that is at your door, the real reason must be one of two things. Either your goods are not what is wanted, the price is too high, or else it is lack of salesmanship on your part. This is putting it very frankly, and perhaps rather bluntly, but as you are asking for information that will help you to overcome this competition that threatens your business I feel that you will appreciate my frankness in this regard.

I maintain that it is almost invariably the dealer's fault whenever any business in his territory is secured by an outside merchant, and as you have the goods which these farmers buy from outside sources it seems to me that you have fallen down in your method of going after them for this business. In this regard a few pertinent questions may bring out more clearly what is meant by the foregoing:

Could you tell at a given moment the exact amount of binder twine any given farmer in your territory requires for the harvesting of his crops?

What have you done to get this business?

Can you tell how much oil he uses during the year?

Can you tell how much corn he needs each year?

What seeds and what kinds he is in the habit of buying?

Have you any "specific" information regarding the buying possibilities of any of these farmers?

What have you done to get the business from these potential buyers?

Answer these and you will see things you never saw before. Then ask yourself the question: "Did I do all I could have done to get this business?"

The reason the organizer for the farmers was able to secure the business he did secure was because he went out after it and got it. You can do the same, if you can offer the same goods—that is goods of equal quality and equal value. By value I do not mean equal price. I mean equal value,—that is the grade of quality given per dollar of price.

Your suggestion of putting a wagon in charge of a good man, on the road to canvass these farmers regularly for their business is as far as I can see, an excellent one, and I am sure that you will find that it will amply repay you. The writer has had experience along this line and has seen a business of \$1,800 per year developed in eight years' time into a business of \$66,000 by the use of energetic and systematic canvass of the territory surrounding the village in which the store was located.

I have just read a little item in a national periodical which tells of a merchant in Texas, in a town of 200, who built up in four years, a business of \$56,000 per year. This merchant went at it in an energetic way. He organized the merchants of the town of 200 into a board of trade, and is now organizing an advertising club. He believes it is possible for the "small town" merchant to overcome the competition of the "big town" merchant, and the "mail order" houses. The success of his business in the past four years is ample proof that this can be done most successfully. There seems to be no reason why the same re-

sult cannot be secured in your case. It simply means that you have to go out and secure the business. You have got to put forth tremendous efforts to convince these buyers that you are in a position to offer them the same goods at prices that will give them good honest value. This result cannot be secured by a "hit and miss" canvass of this farmer and that farmer. You have got to go after the business thoroughly, persistently and systematically. You have got to follow it up continuously, and persistently.

The Matter of Advertising

You may find that advertising in the papers that cover your territory may not be as effective as direct letters or personal canvasses, but nevertheless the newspapers should not be ignored entirely and I would suggest that you advertise in the leading paper in your territory just for the sake of getting prestige if for nothing else. Endeavor to have your ad convey the atmosphere of your store and to be a public announcement of the ideals and ambitions of your firm. You may not see any immediate results from this advertising—it's there just the same, and the influence it has on the community at large will be tremendous and will pave the way for personal work among the buyers of your town. I glean from your letter that you have a very attractive store and that you have been quite progressive in your methods of doing business; yet I do believe it is possible for you to put forth greater efforts and more systematic efforts to get this business. Furthermore, I do believe that you will find it to your advantage perhaps to concentrate on fewer lines than you are handling and endeavor to get more out of them. I have gained the impression that your method of doing business is better than the average. My experience among retailers, particularly among those situated as you are, is that they do not know what it costs them to do business. That is, they do not know exactly to a cent, what it costs to sell. They simply guess at it.

Merchants should maintain comparative sales records, departmentalize their business, so that they can discontinue any line which shows them a loss and concentrate more energetically upon the lines which show them good profits. The increasing cost of doing business is forcing many retailers to subject their business to a minute analysis in regard to costs and sales, and I sincerely believe that a thorough analysis of this character if you have not already made one—will be good for your business and will perhaps solve the problem you are facing by enabling you to eliminate the factors that are now driving business from your store.

What Must We Do to Insure Prosperity?

An Address Delivered by Lt.-Col. J. B. MacLean, President MacLean Publishing Co., at the Annual Banquet of The Canadian Wholesale Hardware Association.

THE immediate outlook for business in Canada is more promising than it has been for several years, but the more distant prospect is causing much anxiety to those who have invested all their life savings in Canadian industry. And, this means practically every business man, and, particularly, every manufacturer. Very few have been able to withdraw their profits and put them into endowment insurance, bonds and mortgages and similar investments to take them through times of depression. On the other hand, nearly all have had to put not only their profits but pledge their credit for money, for business developments and extensions to keep up with the abnormal demands due to the recent growth of the country.

I am constantly asked by business men, investors and others interested in Canada:—What of the future? Will times be good or bad after the war?

It is difficult for anyone to say. I was in Berlin when the war began, and discussed with the director of one of the greatest German banks—one of the ablest bankers in Europe—the whole situation as it would affect the world's business and financial conditions. He was undoubtedly prepared for a long war, but, of these conditions after the war he said no man can tell. The only possible basis on which to work, he said, was the period of the Franco-Prussian war, but everything now was, and, after the war, would be so different that deductions were interesting but useless.

Some months ago I asked Colonel Denison what the war history of the world showed. No man here as you know stands higher in his knowledge in this respect but particularly in his capacity to grasp the real results and lessons of history. Running rapidly over the great wars from the earliest times he showed me that, no matter how weakened in men and materials by years of war, the winning nations at once entered upon long periods of tremendous prosperity, sometimes extending over a century.

A study of the general situation, and of local conditions in countries that compete with us, leads to the conclusion that Canada is the country that is most ready, and therefore, has a greater opportunity than any other country in the world to benefit by the war. I want to lay emphasis on the word "opportunity." Large areas of rich farming, lumbering, mining and fishing have just been opened by railways, and the population to work and the money to develop these resources are in sight. The war will release millions of soldiers and munition factory workers to whom Canada is favorably known and who would like to settle here; and, we are next door to the people who will have more money for investment than any country in the world, and who would rather put it into Canadian development than anywhere outside their own boundaries.

But whether we will be prosperous or not; whether times will be good or bad in the next twenty-five years will depend very much upon whether we will organize ourselves to grasp these two opportunities.

The matter will be settled in the next few months or at most in a year or so, and the responsibility centres on one man, Sir Robert Borden, who in his capacity as Prime Minister is General Manager of Canadian business. If

Sir Robert Borden gets about him the right men to organize, direct and do the work of building up Canada, we can be made the most progressive and prosperous corner of a world, that will, for a great many years, be far from prosperous. If he does not, the population and wealth will go to our greatest competitors, the South American nations, which for some years have had a public service better equipped and more efficiently directed than ours; and which since the outbreak of the war, have tremendously increased their efforts to secure money and emigrants. Conventions in this connection have been recently held in Washington and New York, and branch banks from the United States have been established in these Southern Republics. Even before the war began 200,000 Russians of the best class were arranging to take up Canadian farms—the beginning of a great movement, it is said. They preferred Canada, but they were finally turned to South America, by the more intelligent work of Spanish-American officials. The latter were appointed because of their capacity to do the work, while the Canadian Department of Immigration is overmanned with officials whose only recommendation was the assistance given in some election contest.

Settlers and production mean prosperity to all Canada, but they are of direct and very vital importance to the hardware and metal industry. If we do not get settlers many departments in this industry will have smokeless chimneys and idle workers. I need only mention the stove industry. These manufacturers have passed into, through and out of a period of great prosperity in the last 20 years. That period coincided exactly with the successful administration of our Immigration Department. Statistics show, under incompetent management, a steady falling off in settlers until in 1896 we got only 16,835. In that year one of the ablest men in public life became our Minister of Immigration. He was a good organizer and executive. The story of his work is an object lesson to business men and particularly sales managers. Under his direction the very best type of settler began to pour in. In his first year, 1897, they increased to 21,716, and from that the arrivals climbed steadily to 402,432 in 1912. Under him our Immigration Department was a highly efficient business organization. With his retirement it has relapsed into a political refuge. The greatest question before Canadian business men and their workers now is the putting of our immigration work in the hands of some great executive who will build up an organization that will secure for us our full measure of settlers from the United States now and from among our Allies after the war is over. He should have the power, regardless of party politics, to secure, without regard to salary, the men whose ability, energy and knowledge of the country best fits them for filling the various positions. We can never get the best results while one party or the other, when in power, appoints men as immigration agents in recognition of party service, who are no more suited to the job than they would be to the pulpit or the bench.

Our Immigration Department to-day is rotten and the same conditions exist in our other Departments which vitally affect the prosperity of the country—in our Department of Trade, our Department of Labor and our Department of Agriculture to a lesser extent. In our Department of Trade we have in Sir George Foster one of the best speakers in public life. He is a credit to his constituency. I vote for him, help him financially in his campaign, and hope to see him re-elected. On the lecture platform I believe he would crowd the houses and could easily earn \$10,000 to

\$15,000 a year, but, as Minister of Trade, he is filling a Sales Manager's place, and as a salesman no one here would pay him \$10 a week. There is no man in the Government more anxious to serve his country. And the same may be said of his colleagues, but the fact is they do not know how.

When I returned a year ago from Europe, where I had been going annually for the purpose of studying business and financial conditions, I was shocked to find that Canadian manufacturers were getting few British war orders, and our factories were idle, while millions of dollars had been placed in the States. The British buyer would give Canada the preference, but it is a fact that they were not aware that certain products in which we excel were made in Canada.

I at once began a campaign in The Financial Post, in which I was supported by the various business and technical papers, for the purpose of awakening our Government and the manufacturers themselves to what we were losing.

One of the colleagues of the Minister of Trade and Commerce came to me to argue that it was no part of the duty of the Minister of Trade to secure orders for Canadian manufacturers. After discussing it for some time he realized that the Minister of Trade had an entirely wrong conception of his duties, and shortly after the Government made the following official announcement:

"The Department of Trade and Commerce is now, for the first time, taking cognizance of, and assisting in every possible manner the Made-in-Canada movement. In the past it was felt that the Department, while always ready and anxious to assist in every possible way Canadian manufacturers and producers to increase their business at home and abroad, it was impossible officially to recognize the Made-in-Canada campaign. However, conditions have changed to-day, etc."

If a Department of Trade and Commerce was not established for the purpose of developing and promoting the sale of Canadian products, what was it for? From a remark made by a former Minister, Sir Richard Cartwright, there is reason to believe they are more interested in imports than exports.

I think you will all agree with me in saying that our system of selecting Cabinet Ministers is all wrong. Germany has made her great successes in business and war because the Kaiser had the power and capacity to gather about him the great business leaders of the Empire.

We ought in this emergency to adopt the same policy and make it permanent when the emergency has passed. No personal considerations or party affiliations should be allowed at this time to influence us or prevent us from organizing to get the best out of an immediate future that will be mighty gloomy if we do not.

It depends very much upon the Ministers of Trade, Agriculture, Labor and Immigration whether you will be able to keep your stores and factories running in the future to their average capacity; whether you will be able to find work for present employees; whether you will be able to pay dividends to those who lent you money to establish your business. It all comes back to whether Sir Robert Borden will break away from system and tradition, and, instead of depending upon the men elected to the house, secure, particularly for our Immigration and other Departments, the best men in the country.

Can we get them? I believe our big business specialists—the men at the head of our great industries would sacrifice themselves and "do their bit" just as our brave soldiers at the front are doing theirs. To attain these positions these big men must have had the qualities we need in this emergency: imagination to plan and organize the great resources at their disposal; energy to get things done, and done quickly, and a capacity to get them and train men. They are not talkers, they are workers. They do things and get things done.

Knowing how well Sir Robert has conducted the affairs of the nation so far, it is but natural to believe that he would gladly take advantage of any opportunity or excuse to strengthen his cabinet, feeling, as he must, how great is his responsibility for the future of Canada.

IMPORTANCE OF FRUIT AND VEGETABLE DIET

Most food authorities are agreed that man, as a rule, thrives best on a mixed diet, that is meat, fruit and vegetables.

An expert student of agriculture and dietetics, says the balanced ration of many North Americans is made up as follows:

Bread, butter, eggs, meat, fish, potatoes.

Many suffer from the three complaints, indigestion, constipation, rheumatism. This expert says that a simple change in the daily menu would very likely go a long way to remedy these ailments. Make the mixed diet, he says, read as follows:

Bread, butter, eggs, meat, fish, fruits, vegetables, greens.

He recommends that every family provide a diet of fruit and vegetables for every day of the year. This would do much to eliminate the need of laxatives, he claims, adding that if every home kept on hand enough canned products so that there might be a can of fruit, a can of greens and a can of vegetables for every day during the winter there would be little need for the laxatives now so regularly purchased at the corner drug store. There would also be great economy in the substitution of an inexpensive food for more expensive ones.

The above reproduced at the top of an advertisement of canned fruits and vegetables, would help the advertisement and also be helpful to members of any community. Comparatively few persons eat a sufficient quantity of fruits and vegetables, this being especially true of the men and women of sedentary habits. It is far better for the people to buy nature's own foods than be constantly using medicines. The less drugs one uses, as a rule, the better off he is.

At this time of the year canned fruits and vegetables should be selling lively in every food store. How are they going in your store? Are you and your men making all the effort to promote their sale that you can?

TECHNICAL TRAINING FOR CLERKS

At the meeting of retail merchants, held last week, under the auspices of the Retail Committee of the Board of Trade of Halifax, N.S., the committee that waited on the large stores, reported in

favor of technical training for their help of either sex.

Professor Sexon, in opening his remarks, congratulated the Board of Trade, on taking up this matter, for in so doing they had placed Halifax first in the movement of cities in Canada. He had made a study of the subject, and suggested a course covering about three months during the Winter—leaving out December, which is probably the busiest month of the year in the retail trade.

A committee was named to confer with Professor Sexton, for the purpose of formulating a plan for the coming winter. This committee will report to a subsequent meeting, to be held soon.

ONE THING LACKING

He bought a corner grocery store—
the thing looked good to him—
He put some paint upon the walls
—he made it slick and trim.
He bought the best goods he could
get—he walloped out spot cash,
And reckoned that this corner
store would make an awful
splash—
The windows dressed, he opened up
to grab the grocery trade—
His plans in every ding bust line
were well and truly laid.
The clerk he got, he was a peach,
he had a line of talk
That gushed upon the customer like
a spring upon a rock.
His rigs were shiny, nifty things
and painted green and white—
He had a string of electric lights
to show his stock by night—
But he didn't grab the grocery
trade, it gave his ribs a pain
To think that all his careful plans
had been shot out in vain.
The store just farther down the
street was keen to advertise—
And every day it spread its wares
to a thousand eager eyes.
The corner man got wise at last,
he dabbed in printer's ink,
To try and save his grocery biz
from going straight on the
blink.
Ah, he was wise beyond his years,
he was a Socrates—
The paper sold his tea, his lard,
his corn cobs and his peas.
—Ark in Printer's Ink.

THAT SHOULD NOT BE DONE

Don't leave anything you have to do to-day until to-morrow. To-morrow may never come.

Don't sweep dirt or scraps into dark corners. Be thorough with your work.

Don't fail to keep the ice-box clean, as butter quickly absorbs foreign odors.

Don't place the yeast-pan in an ice-box where it will come in contact with dripping water, or where pieces of ice are likely to fall in the box, as water quickly spoils yeast.

Don't place hams or bacons in a window where the sun will strike them. Secure dummies and keep hams and bacon in a cool dry place.

Don't question or dispute a customer's complaint. Satisfy her.

Don't handle bulk goods with the hands or break a cracker to make weight. The latter habit is bad—looks niggardly.

Don't expose dried fruits to atmosphere, insect pests or dust. Use sanitary drawers.

Don't allow counters to become littered with bags. Keep things in order, as an orderly counter adds to the attractiveness of a store.—American Grocer.

James J. Hill, the famous railroad man, recently celebrated his seventy-seventh birthday. He was born on a farm near Guelph, Ont., and once worked as a clerk behind the counter. He was educated at the Rockwood Academy. Jim Hill is one of the railroad men Canada has sent to the United States in exchange for the many we have secured from south of the border. As a young man, Hill went to St. Paul, Minn., where he engaged in the steamship business. He early saw the possibilities of railroad development in the West, and in 1878 organized a syndicate which secured control of the St. Paul and Pacific Railway, the securities of which were largely held in Holland. In this work he became associated with the late Lord Strathecona, Lord Mount Stephen and Mr. R. B. Angus. Mr. Hill is regarded as one of the greatest railroad authorities in the world, and in addition is a keen student of economic and industrial conditions. As a matter of fact, no business man in the United States carries a greater weight than this former Canadian. At the present time he is in New York in connection with the loan which the Allies are seeking to place in the United States.

CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.

QUEBEC

Alexander L. Lockerby, who was in business at Montreal in partnership with his brother in wholesale teas and groceries, died last week at the age of 67.

A fire did considerable damage to the premises of W. P. Downey, manufacturer of almond paste, essential oils, etc., Montreal, on Saturday last. Much of the stock was destroyed.

Camille Legault, for over a quarter of a century identified with the business of Dionne and Dionne, Westmount, Que., died at his home in Outremont, Que., last week. He retired from business two years ago on account of delicate health.

Ontario

John Fraser has purchased the grocery business of W. J. Armstrong, Toronto.

L. D. Healy, grocer, Wharncliffe Rd., London, Ont., has sold to H. J. Carroll.

E. H. Ellis has opened a meat and provision store on Dundas street, Woodstock, Ont.

The Steele Fruit Co., London, Ont., wholesale and retail, sustained a fire loss recently.

A. S. Galoska has opened a general store at Tough Oakes Mines, Kirkland Lake, New Ontario.

Wm. Beaton, manager of Port Dalhousie Canning Company, had his arm broken recently while cranking his auto.

Robert Norman formerly a general merchant in Chatsworth, Ont., died last week in Schenectady, N.Y., at age of 73 years.

C. M. McKerlie, grocer, 287 Egerton street, London, Ont., has disposed of his stock by auction on account of the building having been sold.

A petition has been received by the council of Listowel, Ont., signed by three-fourths of the business men, asking for the early closing of all stores, comprising the following businesses—dry goods, groceries, hardware, clothing and furnishings, boots, shoes, china and small wares, millinery, jewelry and furniture. The hour for closing of such shops to be on Monday, Tuesday, Wednesday, Thursday and Friday at 7 o'clock in the afternoon, and on Saturday at 11 o'clock in the evening. The hour for closing of these stores on any day preceding a statutory holiday and upon each day during one week next prior to Christmas day in any year shall be eleven o'clock in the evening. The by-law passed through the various stages.

The general store of Oscar Sovereign, Windham Centre, Ont., was destroyed by fire recently. The building and stock were practically new. Little insurance was held. Evidence would indicate that careless handling of matches on the part of thieves was responsible.

A Chatham, Ont., dispatch says:—There is an egg famine in Chatham, according to local grocers, and unless persuasive methods can be adopted to induce the hens to lay, the situation may become acute. It is explained that this is the molting season for the hen and that during such periods no eggs are produced. The conditions this year differ from those of preceding years and it is said that practically all the reserve supply had been bought up and exported to England and other countries. Grocers are unable to supply the demand from local housewives and in many instances baking plans have been indefinitely postponed.

Fort William, Ont. merchants are taking up the question of retailers having to pay cartage charges at both ends. At a meeting last week the report of the committee to investigate the consigner's cartage charges at shipping points was adopted and a resolution passed whereby Fort William retailers undertake to decline to pay these charges after October 15th. A letter was drafted and will be forwarded to manufacturers and wholesalers in all business centres, advising of the action of the merchants at this point. The committee on assessment and business tax presented its report, which was favorably received, showing that, through the efforts of this association, a reduction of 25 per cent. had been effected on business tax for the coming year. It was the general opinion that the assessor, mayor and council had shown the business men every consideration possible under the circumstances.

Western Canada

C. O. Moon, general merchant, Darnody, Sask., is succeeded by Dillon Bros.

John Bullied has assumed the management of the Lumsden Trading Co., Lumsden, Sask.

A. G. Monterieff, general merchant, Wolsely, Sask., has improved his store by putting on a sixteen foot addition.

A case of importance to the trade has just been heard at Regina, Sask., in which Alex. Lavitt, representing himself as a business man of Narcissus, Man. was found guilty of obtaining goods and

credit under false pretences, and sentenced to four months' hard labor. The evidence showed that Lavitt went to a Regina wholesaler, and made false representations with regard to a business which he said he had purchased, and obtained credit to the amount of \$300 and a shipment of goods to the value of \$250 was made immediately, the accused promising to make a remittance of \$75 as soon as he returned to Vibank. It was only on pressure, however, that he remitted \$25. Further investigation showed that when he purchased the business in question he gave a chattel mortgage on the stock and fixtures for \$2,300, and about six weeks after his first visit to Regina he made an assignment to the Western Trust Co. and that he had shipped goods to the value of about \$2,200 as household effects to three different places, using a different name.

BRANTFORD SCALE'S NEW FACTORY

The Brantford Scale Co., Brantford, Ont., are now located in their new factory. This is a solid brick building 130 x 45 feet in dimensions. It has three floors, including basement giving three times the capacity of the former plant of this company.

BUY AT HOME

When you want to help your town,
Buy at home!
When you want shoes, hat or gown,
Buy at home!
Never mind what 'tis you need.
Canned goods, collars, chicken feed,
Frame this phrase up for your creed—
Buy at home!
Other folks may buy by mail,
Buy at home!
Help the home store to a sale,
Buy at home!
Every dollar sent away,
Means a dollar less to pay.
What is owed right here to-day—
Buy at home!
Are you for your town or not?
Buy at home!
Cheaper elsewhere? Tommyrot!
Buy at home!
Home store qualities are true,
Home store merchants work for you.
This much then you ought to do—
Buy at home!

Editorial Note.—Grocers who advertise in newspapers should request that editors reprint this. It all helps.

Cream of Tartar Advances

Price on This is Now 'Way Up — General Advance of Drugs Responsible — Corn and Peas Increased in Price—Sugar More Active—Cane Syrup Firm and May Go Higher—Greece and the Currant Situation.

Office of Publication, Toronto, Oct. 14, 1915.

THE cessation of the warm and the commencement of colder weather has definitely started the ball of the fish and oyster trade rolling. Some stocks of frozen fish has been on the market now for a couple of weeks, but it was not until this week that it really began to sell. There is a scarcity in white fish, which has been continuous now for some weeks and which is now very acute; and there is also an entire dearth of halibut. This being so, frozen halibut is getting a chance to sell and it has started the season at about the same price as it ended last year. There was a noticeable speeding-up of business in the fish trade last week: the cooler weather has apparently stimulated the demand and it is not alone from hotels and restaurants, but also for private buying. Oysters, too, are getting good business and had a particularly brisk time over the Thanksgiving holiday. Shells from Cape Cod are now selling right along and getting a fair demand.

Now that most of the mills have started in to grind feed there is again a surplus rather than a scarcity of feed, and the market is down this week about \$1 on both bran, shorts and middlings. The feed market has been exceedingly strong all summer as readers of this paper will know, but the turning-point now reached is the very natural one for this time of the year. Very obviously when the mills begin to grind there is more feed than can be comfortably taken care of.

It looks now as if cheese is once more going in for an advance. Our readers will remember its spectacular advance in the spring and an increasingly big export is now tending towards a repetition of that effort. Stocks in Liverpool are said to be exceedingly low and prices on cheese are up again half a cent on some markets this week, after being half a cent firmer last week.

These increases are almost solely due to the larger export demand from Great Britain. The butter market is exceptionally firm and this for the most part is the result of the fact that the stocks held are not at all heavy. There has been some export in butter, too, this summer, and a good demand with only light stocks makes a firm tone to the market. So far as eggs are concerned these are up again two or three cents this week. This is not surprising, because, as dealers put it, "the hens are not laying and you cannot make them lay." The egg which is selling most is the storage egg and the price of this is now up this week to where the price was on new-laid last week or two weeks ago. It looks as if we will have firmer prices on eggs, but glancing back to a year ago we do not think that we are going to have to pay quite the exorbitant prices that were demanded last winter for fresh laid stock.

Thanksgiving proved a good time for the poultry men. The market was well supplied with chickens, and a few turkeys. The poultry men made hay as long as the sun shone and there was certainly a good deal of poultry eaten over Thanksgiving, judging by returns from dealers and the markets. Spring chickens seem to have sold exceptionally well.

The situation in currants gets worse and worse. Greece has seized many of her boats which were carrying shipments and shippers are defaulting right and left

QUEBEC MARKETS

Montreal, Oct. 14. The representative of a British Columbia dealer received a wire from the coast early this week stating that the British Government were making purchases, and he recommended

buyers of Cohoes falls to cover their requirements promptly.

SUGAR The market took a stronger turn last week end, when raws, which had been selling in New York for 25¢, jumped as high as 31¢, an advance of

Markets in Brief

ONTARIO MARKETS.

FLOUR AND CEREALS—

Bran, shorts and middlings down.
Flour market still dull.
More export to Britain.
No change in cereals.

PRODUCE AND PROVISIONS—

Butter firm.
Cheese once more goes up.
Eggs at higher levels.
Big business in poultry, but lower prices now.

FISH AND OYSTERS—

No fresh halibut.
Only frozen selling.
Oysters moving well.
Scarcity in whitefish.
Trout still good line.

FRUIT AND VEGETABLES—

Potatoes nickel higher.
Oranges up again.
Peaches abundant and cheap.
Spanish onions higher.
Apples likely scarce.

GENERAL GROCERIES—

Tea market fairly steady.
Currants high and firm.
Peppers decline slightly.
Cream of tartar up.
Beans may be scarce.
Cane syrup firm.

about half a cent. This, however, made no difference to the market for refined in New York. It means, however, that chances for a further decline here are lessened for the present. It is significant to note that there has been a decided improvement in the demand during the past few days, both from the wholesaler and the retailer. The stocks of the latter are said to be on the whole low, as he has only been buying from hand to mouth. It would require a considerable advance in New York refined to stimulate buying to any extent here.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 05
25 lb. bags	6 15
2 and 5 lb. cartons	6 35
Yellow Sugars—		
No. 3	5 90
No. 1	5 65
Extra Ground Sugars—		
Barrels	6 40
50 lb. boxes	6 60
25 lb. boxes	6 80
Powdered Sugars—		
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 60
Paris Lump—		
100 lb. boxes	6 65
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—		
Barrels	6 65
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 05
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS—The chief feature of this market is a further advance of half a cent in currants, owing to the further complications in the Balkans. Im-

CANADIAN GROCER

porters here are laying their hands on all the good currants available, just the same as they did a year ago when Turkey took a hand in the war. It is expected that what happened to Sultanias will also happen to currants. Sultanias were formerly selling for eight or nine cents, are now costing the retailer double that price. There are fair quantities in the hands of Montreal importers, and there is a steady demand from some of the best stores, even at these very high prices. Quotations on other lines of dried fruits are on a parity with those which have obtained for the past two weeks.

EVAPORATED FRUITS.

	Per lb.
Apples, choice winter, 25-lb. boxes.....	0 09
Apples, choice winter, 50-lb. boxes.....	0 08½
Apricots.....	0 15½ 0 17½
Nectarines, choice.....	0 1½
Peaches, choice.....	0 10 0 11
Pears, choice.....	0 13½

DRIED FRUITS.

Candied Peels—		
Citron.....	0 20	0 21
Lemon.....	0 13½	0 14
Orange.....	0 13½	0 14
Currents—		
Amalias, loose.....	0 07½	
Amalias, 1-lb. pkgs.....	0 08	
Filiatras, fine, loose, new.....	0 07½	
Filiatras, packages, new.....	0 08	
Vostiztras, loose.....	0 09	
Dates—		
Dromedary, package stock, per pkg.....	0 09	
Pards, choicest.....	0 12½	
Hallowee, loose.....	0 08	
Hallowee, 1-lb. pkgs.....	0 07½	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	
6 crown, 12-lb. boxes, fancy, layer, lb.....	0 11½	
1 lb. glove boxes, each.....	0 12	
Prunes—		
30 to 40, in 25-lb. boxes, faced.....	0 14	
40 to 50, in 25-lb. boxes, faced.....	0 13	
50 to 60, in 25-lb. boxes, faced.....	0 12	
60 to 70, in 25-lb. boxes, faced.....	0 11	
70 to 80, in 25-lb. boxes, faced.....	0 10	
80 to 90, in 25-lb. boxes, faced.....	0 09½	
90 to 100, in 25-lb. boxes, faced.....	0 09	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster.....	3 60	
Muscatsels, loose, 3-crown, lb.....	0 09	
Cal. seedless, 16 oz.....	0 09	
Seedless, 12 oz.....	0 08½	
Fancy seeded, 12 oz.....	0 09	
Choice seeded, 12 oz.....	0 08½	

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS—The feature to this market is the advance in the price of shelled almonds, which was announced in last week's issue. It amounted to 4c per lb., and was caused by damage to crop in Spain. This advance had the effect of staggering the trade, who have stopped buying as a consequence. Other lines of nuts produced in Europe have a higher tendency.

Almonds, Tara.....	0 17	0 18
Grenobles, new.....	0 16	0 17
Marbots, new.....	0 13½	0 14
Shelled walnuts, new, per lb.....	0 35	0 37
Shelled almonds, 5-lb. boxes, per lb.....	0 37	0 38
Sicily filberts.....	0 14	0 15
Filberts, shelled.....	0 24	
Pecans, large.....	6 20	0 21
Brazils, old.....	0 14	0 15
Brazils, new.....	0 07	
Peanuts, No. 1, French.....	0 07	
Peanuts, No. 1, Spanish.....	0 08½	

MOLASSES—Practically the same conditions prevail here as for the past two months. There is much talk of the market being easier, but this may be coming from parties who have no supplies. One wholesaler states that inquiries received by him in one day last week was sufficient to clear out the whole of his stock. There is a shortage all over the city, but no changes have yet taken place in the guild quotations.

Barbadoes Molasses—	Price for Island of Montreal.	Fancy.	Choice.
Punchcons.....	0 57	0 48	
Barrels.....	0 60	0 51	
Half barrels.....	0 62	0 53	

For outside territories prices range about 3c lower. Carload lots of 20 punchcons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrup—			
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.....	0 04½		
Pails, 83½ lbs., \$1.95; 25 lbs.....	1 40		
Cases, 2 lb. tins, 2 doz. in case.....	2 65		
Cases, 5 lb. tins, 1 doz. in case.....	3 00		
Cases, 10 lb. tins, ½ doz. in case.....	2 90		
Cases, 20 lb. tins, ¼ doz. in case.....	2 85		

SPICES—The chief item of interest in the spice market is cloves; telegraphic information has been received to the effect that they are likely to be dearer. There has been a good demand lately from the wholesale trade for both cloves and cassias. Peppers are reported quiet.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice.....	—0 16	—0 69	—0 23
Cassia.....	—0 22	—0 89	—0 29
Cayenne pepper.....	—0 28	—0 35	—0 35
Cloves.....	—0 28	—1 05	—0 35
Cream tartar—60c.			
Ginger, Cochon.....	—0 22	—0 29	—0 29
Ginger, Jamaica.....	—0 23	1 00—1 15	—0 31
Mace.....	—0 80	—0 75	—1 00
Nutmegs.....	—0 40	—0 90—1 00	—0 29
Pepper, black.....	—0 22	1 15—1 20	—0 37
Pepper, white.....	—0 30	0 95—1 20	—0 29
Pastry spice.....	0 14—0 16		
Pickling spice.....	0 21—0 23		
Turmeric.....			

Lower prices for pails, boxes or bails when delivery can be secured.

Cardamon seed, per lb., bulk.....	2 00	2 50
Caraway—		
Canadian.....	0 13	
Dutch.....	0 16	0 18
Cinnamon, China, lb.....	0 14½	0 16
Mustard seed, bulk.....	0 19	0 23
Celery seed, bulk.....	0 36	0 46
Cayenne chillies.....	0 35	
Shredded cocoanut, in pails.....	0 18½	0 22
Pimento, whole.....	12-15	

RICE—The primary market is quiet now following the heavy sales made during the past two months. Heavy sales have been made with Canadian millers, which orders are now being filled. There appears to be no improvement in the situation as far as English rice is concerned.

Rangoon Rices—	Per cwt.
Rangoon, "B".....	9 91
"C.C.".....	3 65
India bright.....	1 00
Lustre.....	4 10
Fancy Rices—	
Imperial Glace.....	5 20
Sparkle.....	5 50
Crystal.....	5 00
Ice drips.....	5 20
Snow.....	5 20
Polished.....	4 10
Pearl.....	4 40
Mandarin, Patna.....	4 00
Java Onyx.....	7 50

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna.	Per lb.
Bags, 224 lbs.....	0 06½
Half bags, 112 lbs.....	0 06½
Quarter bags, 56 lbs.....	0 05½
Velvet head Carolina.....	0 09 0 10
Sago, brown.....	0 06½ 0 07
Tapaca.....	
Peas, lb.....	0 07 0 07½
Seed, lb.....	0 07 0 07½

DRIED VEGETABLES—With no new Ontario beans on this market yet, the supply continues to get smaller, and will be very small unless supplies from Quebec come in more freely. It is possible new beans will be in two weeks hence, when the market will likely be easier. There is a big demand for peas. Quebec peas coming are of fine quality, but not all are good boilers. Sales are being made at prices varying from \$2.65 to \$3.00.

Beans—		
Canadian, 3-lb. pickers, per bushel....	3 45	3 60
Yellow eyes, per bushel.....	4 00	
Lima, per lb.....	0 07½	0 08
Peas, white soup, per bushel.....	2 65	3 00
Peas, split, bag, 38 lbs.....	5 50	
Barley, pot, per bag.....	3 00	3 30
Barley, pearl, lb.....	0 05	0 06

COFFEE—The renewed confidence which is being shown by the people of this country is reflected in the coffee market. Business has been better during the past three weeks than it has been for a year.

ONTARIO MARKETS

Toronto, Oct. 14.—This mix-up in the Balkans has certainly "queered" the currant market; and, goodness knows, it was bad enough before. The obvious thing for the Government to do, no doubt, was to seize any and every boat it could, and it so happened that many were laden with currants. These have been seized and the cargoes dumped no one knows where. Shippers have defaulted on contracts placed some time ago, when prices were much lower, and altogether "it is a pretty kettle of fish"—to quote one dealer interested. We may be relatively positive, therefore, that the currant market will not be any lower and the chances are indeed all the other way. We draw the attention of our readers to our quotations in this regard, which have been raised this week to meet the situation.

The spice market is worth noticing now. The firmness in peppers has abated a good deal, but in its place has come an awkward contretemps in the shape of acute scarcity of cream of tartar. This is part of a general scarcity of drugs in which tartaric and citric acids share, and it has meant that cream of tartar is 'way out of sight. Our new quotation is 48 at the lowest. This contrasts with 33 cents, which was the figure not so very long ago.

Cane syrup is said to be very scarce, and there is more demand than there are goods. Prices have not advanced, but their doing so would surprise no one.

It appears, from advance estimates, that there are not going to be any too many beans this year. It is too early to make any definite statement as to the crop, but it is hazarded that it will certainly fall far short of last year.

Business has had a set-back this week in the way of the Balkan fracas, though at this writing the news from the war zone looks good. The Grecian trouble, however, has had an effect upon people, and its quick following on the good news from the Western front made it all the more unfortunate. "Canadian Grocer" goes on to hold a brief for the optimist, however, and feels sure that hope is the best inducement towards prosperity and good business. More power to the elbow of the man who knows things are none too rosy, but de-

ties their appearance except as an incentive to further endeavor.

SUGAR.—Demand is gradually improving, and last week saw a flurry in New York, which resulted in an advance in raws of from 25c to 30c. As we write, the market continues firm, though most refiners do not regard any advance in this market as a probability. One refiner urges that buying should be indulged in at once, as an advance is due, but this is not the consensus of opinion. It is felt that competition and local influences will tend to keep levels down here. Willett & Gray say that the improvement was partially the result of the large decline in stocks at Atlantic ports.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
20 lb. bags	6 21
10 lb. bags	6 26
2 and 5-lb. cartons	6 40
Nova Scotia refined, 100-lb. bags	
	6 01
New Brunswick refined, 100-lb. bags	
	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 76
100 lb. boxes	6 86
50 lb. boxes	6 96
Cartons (20 to case)	7 21
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	6 56
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The latest cable from London assures us that the market is "fairly steady." This is by no means "strong," and local tea men opine that the market is, if it leans any way, on the weak side. This is particularly true of common teas, although it is a condition which may not continue. One of the biggest tea concerns in England think that the increase of duty will result in the public's attempt to buy inferior teas so as to spend no more actual money on their purchases. This argument may or may not be sound, so it would not be a surprise to see heavy buying of commoner grades, which nevertheless cost as much now as better teas did formerly. Should this occur to any material extent, the market for inferior teas would likely harden, while fine and medium grades might sag a little. This would be a reversal of form from present conditions. Buying here in Canada seems fairly heavy at this time. There is nothing new in the local situation.

MOLASSES AND SYRUPS.—Cane syrup shows considerable firmness, and, while we quote no advance in price, it is understood that the big demand is not taken care of by available supplies, so that, given a continuance of such conditions, an increase in price would not be unexpected. Molasses has called a halt in its climb, and our price of 60c to 65c on fancy has not been exceeded. Buying has let up a little; the supposition is

that it was heavy while it lasted, but that it is dying down, as purchasers find they now have their requirements.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 44
Cases, 38½ lbs., \$1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 85
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4½c; ½ bbls.	0 65
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	6 60 6 65

DRIED FRUITS.—The current situation was gone into fully in our last issue and, as forecast, the situation has been rendered even more awkward by the Grecian Government's seizure of boats en route which carry heavy shipments. The cargoes have been put ashore somewhere, but nobody knows where, and people on this side whose orders were in those dumped cargoes will be forced to buy again and at considerably less advantageous figures. Moreover, shippers are defaulting on their contracts, and the whole situation is firm and likely to show higher levels. All quotations on currants are raised this week, and it looks as if these are the lowest possible levels for business. It is good news to hear that the 1915 crop of California raisins promises to be a record-breaker: goodness knows we need some news of that sort. All prices on seeded and seedless are firm, though not actually higher. Valencia are definitely cleaned up. It is unwise at this moment to attempt to forecast prices for the future on California stuff; the crop in general is abundant, but jobbers' stock everywhere are low and demand is heavy. The rest of the dried fruits show little appreciable change at this writing. Demand all round is good. Evaporated apples are particularly firm.

Apricots—	
Standard, 25 lb. boxes	0 10½ 0 11
Choice, 25 lb. boxes	0 11 0 12
Apples, evaporated, per lb.	0 08 0 08½
Candied Peels—	
Lemon	0 15 0 16
Orange	0 15 0 16
Citron	0 20 0 23
Currants—	
Filiatras, per lb.	0 10 0 11
Ananias, choicest, per lb.	0 11 0 11½
Patras, per lb.	0 11 0 12
Vostizzas, choice	0 13 0 14
Cleaned, ½ cent more.	
Dates—	
Fards, choice, 12-lb. boxes	0 09½ 0 10
Fards, choicest, 60-lb. boxes	0 09 0 09½
Package dates	0 07½ 0 09
Halloweas	0 07½ 0 07¾
Prunes—	
30-40s, California, 25 lb. boxes	0 11 0 12
40-50s, 25 lb. boxes	0 10 0 11
50-60s, 25 lb. boxes	0 12 0 12½
60-70s, 50 lb. boxes	0 10½ 0 11½
70-80s, 50 lb. boxes	0 09 0 09½
80-90s, 50 lb. boxes	0 08 0 09
90-100s, 50 lb. boxes	0 07½ 0 08
25 lb. boxes, ½ cent more.	
Peaches—	
Choice, 50 lb. boxes	0 06 0 06½
Choice, 25 lb. boxes ¼ cent more.	
Raisins—	
Valencia	0 13½ 0 14½
Seeded, fancy, 1 lb. packets	0 14½ 0 15½
Seeded, choice, 1 lb. packets	0 09½ 0 10½
Seeded, choice, 12 oz.	0 08 0 08
Seedless, 16 oz. packets	0 11½ 0 12
Seedless, 12 oz. packets	0 10 0 10

NUTS.—Freshly cracked shelled walnuts are here now, and they are about the nearest thing we'll get to new walnuts for Christmas. Some of the new won't arrive till after the turn of the year. We quote a price which is a

couple of cents lower than the range at which old stock has been selling. For the rest, the market is quiet, and will likely remain so until advance Christmas orders begin to make prices exciting. There is some little activity in shelled almonds, but nothing to shout about.

In Shell—	
Almonds, Tarragona	0 17½ 0 18
Brazils, medium, new	0 13 0 15
Brazils, large, washed, new	0 17 0 18
Chestnuts, peck	1 75 2 00
Filberts, Sicily, new	0 13 0 14
Peanuts, Jumbos, roasted	0 12½ 0 13½
Peanuts, hand-picked, roasted	0 11 0 11½
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 11 0 15
Walnuts, Bordeaux	0 17 0 12
Walnuts, Marbots	0 13 0 14
Shelled—	
Almonds	0 38 0 40
Filberts	0 35 0 36
Peanuts	0 11 0 11½
Pecans	0 55 0 60
Walnuts	0 36 0 38

BEANS.—It is really too early to quote on new crop beans, as the extent and character of the crop are not fully known. It is nevertheless pretty broadly hinted that it will not be anything like up to last year's, and \$3.75 is mentioned as a tentative price. We shall be in a position to know more authoritatively about this next week.

SPICES.—The spot light has left peppers for a time, and white peppers are a shade easier upon shipments arriving. Cream of tartar, however, is the feature. This is 'way out of sight. Cream of tartar shares with citric and tartaric acids an acute scarcity of supplies, and prices have mounted until they now touch 48c to 50c for compound and 55c to 65c for pure. These levels are abnormal when you figure that at one time cream of tartar (compound) could be bought for 18c and pure around 30c. Demand is heavy, and half the time supplies are so light, importers will not quote.

Spices—	
Allspices, ground	0 10 0 16
Allspices, whole	0 10 0 15
Cassia, whole	0 21 0 32
Cassia, ground	0 14 0 16
Cinnamon, Batavia	0 27 0 36
Cloves, whole	0 27 0 35
Cloves, ground	0 18 0 22
Cream of tartar	0 48 0 50
Curry powder	0 30 0 35
Ginger, Cochín	0 15 0 17
Ginger, Jamaica, ground	0 18 0 21
Ginger, Jamaica, whole	0 25 0 30
Ginger, African, ground	0 14 0 18
Mace	0 80 1 00
Nutmegs, brown, 54s, 52c, 80c	
42c; 100s	0 10 0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 22 0 25
Pastry spice	0 22 0 25
Peppers, black, ground	0 14 0 18
Peppers, black, whole	0 20 0 24
Peppers, white, ground	0 19 0 24
Peppers, white, whole	0 31 0 36
Pickling spice	0 16 0 20
Turmeric	0 18 0 20

CANNED GOODS.—The big demand for tomatoes has now let up a little, presumably because everybody is pretty well full up. Peas, however, and corn have entered the lists for higher prices, and both of these are now up to 95c, which is an advance of a nickel over our last week's price. Business is distinctly brisk in these lines. Exports of tomatoes are still going on.

Salmon, Sockeye—	
1 lb. talls, cases 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 67½
Fire cases or more, 2½c doz. less than above	
Chums, 1-lb. talls	0 80
Pinks, 1-lb. talls	1 20
Cohoos, 1-lb. talls	1 45

Red Springs, 1-lb. talls	2 00
Humpback, 1/2-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	1 00
Peas, standards	0 95
Early June peas	0 95
Extra sifted peas	1 45
Corn, 2's, doz.	0 95

MANITOBA MARKETS

Winnipeg, Oct. 13.—There is better feeling in business circles with clearing weather and an improving export demand for wheat. Both wholesalers and retailers are confident of a satisfactory fall and winter trade. There should be no lack of money in the rural districts, the presence of a large body of troops here during the winter months and a small proportion of unemployed are encouraging features.

Wholesale grocers, fruit dealers and others in the trade of provisioning the people state that business is right now better than they had hoped for and are not worrying about the future.

There are some changes of interest in prices that will be found under classified heads.

SUGAR.—Sugar prices for the week are unchanged, but the market is very unsettled and those in touch with New York markets are expecting further declines; at the same time there is a strong bull interest in sugar that may make its influence felt at any time.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	6 65
Extra ground or icing, boxes	7 50
Extra ground or icing, bbls.	7 30
Powdered, boxes	6 70
Powdered, bbls.	6 80
Hard lump (100-lb. case)	7 60
Montreal, yellow, bags	6 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 90 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 50
Powdered, 50s	7 05
Powdered, 25s	7 40
Icing, barrels	7 35
Icing, 50s	7 45
Cut loaf, barrels	7 70
Cut loaf, 50s	7 85

Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar, bbls.	6 75
Bar sugar, boxes	7 00
Icing sugar, bbls.	6 95
Icing sugar, boxes	6 60
H. P. lumps, 100-lb. cases	7 05
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	8 20

Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
25s, per case 1/2 doz.	3 03

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34

Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/2 gal., quarts, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS.—A further advance in currants is announced and they are likely to be scarce and dear. The new crop of prunes will be on the market shortly and a decline is looked for. The crop is a heavy one of first grade quality.

Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/2

Currants—	
Washed	0 08 1/2
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizias, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 09 1/2
Fard dates, 12-lb. boxes	1 25

Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 06 3/4
Choice, 10-lb. boxes	0 07 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 09 1/2
3 crown, loose, 50's	0 09
Raisins, Sultanias—	
Corinthian Giants	0 13 1/4
Superfine	0 12 1/2
Finest	0 10 1/2
Pine	0 10 1/4

Prunes, in 25-lb. boxes—	
90 to 100	0 09 1/4
80 to 90	0 09 1/2
70 to 80	0 10
60 to 70	0 10 1/2
50 to 60	0 11
40 to 50	0 11 1/2

Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07 1/4
Cooking figs, choice naturals, 28-lb. bags	0 07

RICE AND TAPIOCA.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 08
No. 2 Japan, per lb.	0 04 1/2
Sia, per lb.	0 03 1/2
Patna, per lb.	0 07 1/4
Carolina, per lb.	0 08 1/4
Sago, pearl, lb.	0 06 1/2
Tapioca, pearl	0 06

DRIED VEGETABLES.

There are no beans on the market here but California hand-picked. The new Ontario crop is expected on the market shortly.

Beans—	
California, hand-picked, per bushel	4 30
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot, per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 90

BRITISH COLUMBIA MARKETS

By Wire

Vancouver, Oct. 14.—Business is keeping up. New dried prunes will arrive this week. Butter is up, market being firm. Creamery is now 33c to 34c. New Zealand cubes are 33c and bricks 33 1/2c. Eggs are scarce and market is strong. Fresh are now 49c, Vancouver Island stock being 45c to 47c. Sugar is down 30c. Beans are up 15c, and peas are up 5c. Potatoes are now \$14 to \$16 per ton. Peaches are up a half cent. Honey, Idaho, is 24 lbs. for \$4.50.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	33-34
New Zealand cubes	0 33
New Zealand brick	0 33 1/2
Cheese, per lb. large, 17c; twins	0 17 1/4

EGGS—	
Local fresh	0 49
Vancouver Island	45-47
Lard, 3's, per case	8 25
Lard, 5's, per case	8 17
Lard, 10's, per case	8 10
Lard, 20's, each	10 50

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05 1/2
Cream of tartar, lb.	50 c
Beans, Lytton	0 06 3/4
Figs, 12-10 oz. packages, per box	0 85
Figs, 50-60 oz. packages, per pkg.	2 25
Cocunut, lb.	18 1/4c
Commeal, bag	\$3 10
Flour, best patents, per bbl.	6 30
Honey, Idaho, 24 lbs.	4 50
Lemons, box	3 50
Potatoes, per ton	14 00
Rolled oats, bag of 80 lbs.	3 10
Onions, lb.	0 01 1/4
Oranges, box	5 00
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	6 95

Sugar, yellow, per cwt.	6 30
walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	25
Jams, 4-lb. tins, doz.	7 50

CANNED GOODS.

Apples, gals., 6/case	\$1 62
Beans, 2's	2 20
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2 s. case	3 60
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 40

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 10c; Apples, lb.	69 1/2c
Prunes, 70-80, 25's, lb.	09 c
Currants, per lb., 9c; Raisins, seeded, lb.	09 c
Peaches, per lb.	09 1/2c
White figs, per lb.	65 1/2c

ALBERTA MARKETS

By Wire

Calgary, Oct. 14.—Lard has taken another jump of 2c since last report. Indications are that it will go higher. Bacon is up a half cent. No. 1 select storage eggs are in good demand at \$9, having advanced this week. Peaches are nearly over at 90c to \$1. Thanksgiving Day found the city short of turkeys and chickens, and good prices were got by sellers. New season's Ontario honey now on this market, prices being about same as last year.

General—

Beans, small white Japan, lb.	0 06 1/4
Flour, No. 1 patent, 95's	2 90
Molasses, extra fancy, gal.	0 85
Rolled oats, 80s	2 35
Rolled oats, 80s	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 25
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 18
Butter, No. 1, dairy, lb.	0 25
Eggs, select storage, case	9 00
Lard, pure, 3s, per case	8 70
Lard, pure, 5s, per case	8 75
Bacon, smoked backs, per lb.	0 19 1/2
Bacon, smoked bellies, per lb.	0 21 1/2

Canned Goods—

Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 20
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 60
Lobster, 1/2s, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50

Dried Fruits—

Evaporated apples, 50s, per lb.	8 08 1/4
Peaches, choice, 25s, per lb.	6 07 1/4
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14

Fruits and Vegetables—

Blackberries	2 00
Blueberries, Ont., basket	2 30
Cantaloupes, case	5 00
Grapefruit, Cal.	5 00
Oranges, case	5 50
Lemons, case	5 50
Peaches, crate	6 90
Tomatoes, 4-basket crates	0 90

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Oct. 14.—Market conditions remain staple, with few quotable changes reported. Business is exceedingly good; wholesalers say collections were never better. Large orders were handled for Thanksgiving Day, dealers in the north country being best customers.

Following recent light rains, which delayed harvesting, the weather in this part of the West has cleared, and bright, warm sunshine during the day, with cool evenings, has prevailed. Business dur-

ing past week has been exceptionally brisk, and many large orders have been received from northern points.

One firm states having received an order for \$10,000 worth of groceries, while other local wholesalers have orders for \$2,000. The North country is gradually opening up, and the railroads are pushing their way into the settled districts, with the result that Edmonton, the nearest city, is greatly benefiting by the inroads of progress.

All free deals on evaporated milk were withdrawn here on the first of the month and prices of several established brands have advanced in the neighborhood of 25 cents per case. Another advance in the price of pure and compound lards is recorded, making half a cent on pure and quarter of a cent on compound. Flour and cereals have steadied down, and no change in prices have taken place since last two weeks. Canned goods are strong.

Sugar prices have been steady since September 24, although the market does not seem to have taken on any too strong an appearance. Creamery butter, too, advanced 5c per pound, wholesale, since October 1.

General—	
Beans, Ashcroft, lb.	0 06½
Beans, Japan, per bush.	3 90
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 25
Roller oats, 20's, 80's, 40's	1 60
Roller oats, hbl. \$2.15; 8's	1 75
Flour, fancy patents	2 95
Flour, seconds	2 80
Rice, Siam, per cwt.	3 90
Sugar, standard gran., per cwt.	7 25
Sugar, yellow, per cwt.	6 85
Walnuts, shelled, lb.	0 38
Produce and Provisions—	
Cheese, new, lb.	0 17½
Bacon, lb., 2c; bellies, lb.	0 20½
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1	0 29
Eggs, new lands	0 30
Eggs, No. 2	0 30
Lard, pure, 3's, per case	8 90
Lard, pure, 5's, per case	8 95
Lard, 10's, per case	9 00
Lard, pure, 20's, each	2 83
Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 60
Salmon, sockeye, 4 doz. talls, case, lb	9 70
Salmon, pinkie, case	4 75
Cohoes, 1's, \$5.80, hompacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Evaporated apples, 50's	0 10½
Apricots, 25's	0 10½
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 9's, 10's, 25's, unfaced	0 07½

SASKATCHEWAN MARKET

Regina, Sask., Oct. 14.—Snow fell at Regina Thursday morning last, and the weather has been backward and wet, still retarding harvesting, but it has since cleared somewhat. In the north some progress has been made, and wheat in some districts has averaged thirty bushels to the acre. Elevators along line from Posetown to Elvask are full and cars are badly needed.

Many changes are reported on the local market, although nothing of outstanding importance. Creamery and dairy butter are firmer, the former at 29c and the latter at 23c. Cheese is higher at 17½c and 17¼c. Eggs are now

up to 32c. Lard is higher, being quoted: 3's at \$8.75; 5's at \$8.70; 10's at \$7.60; and 20's at \$11.40. Flour is down at \$3 for 98's. Rolled oats have advanced, and are now quoted: 80's at \$2.20; 40's at \$1.12½; 20's at 59½; and per bale \$2.65. Gallon apples are \$1.65.

An advance is reported in canned goods owing to a shortage of goods, and it is anticipated that they will be higher. Corn is \$2.23, and peas \$2.40. Tomatoes, standard, are quoted \$2.60. Seeded raisins and currants show an advance, currants jumping to 10¼c. New crop of Valencia raisins is short, packers refusing to accept any further orders.

The wet weather in the East has held up grapes, but some are expected shortly. Cranberries are now on the market at \$10.50 per barrel. Apples are moving out good, Ontario and B.C.'s are reported poor. Washington are good. The potato crop is reported to be fair in this district and "murphies" are being disposed of at 60c and 65c. The pickling stuff is practically off the market now. Sweet potatoes are put at 6c lb.

Produce and Provisions—	
Butter, creamery, per lb.	0 29
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17½
Eggs, new lands	0 32
Lard, 3's, per case	8 75
Lard, 5's, per case	8 70
Lard, 10's, per case	7 60
Lard, 20's, per case	11 40
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17½
Cream of tartar, lb.	0 60
Cocunut, lb.	0 19
Commual, hbl.	2 95
Apricots, per lb.	0 12
Flour, 98's	3 00
Roller oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 64
Walnuts, shelled, 41c; almonds	0 41
Canned Goods—	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Strawberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 60
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, ½'s	12 35
Humback, 1's	6 00
Humback, 1's	4 50
Fruits and Vegetables—	
Apples, Washington, hbl.	1 75
Celery	0 19
Cranberries, per hbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 60
Dried Fruits—	
Currants, per lb.	0 10½
Prunes, 76-80 25's, lb.	0 10½
Evap. apples, 50's, lb.	0 09½

NEW BRUNSWICK MARKETS

By Wire

St. John, Oct. 14.—Except for a slightly stronger tone in flour, all markets are quiet. Opinions are divided as to future flour. Some millers say expectations are for increased quotations, but local merchants do not think there will be a permanent advance, as there is still a downward tendency. Some mill feeds are scarce, it being almost impossible to secure anything worth while. Oatmeal is lower. Sugar is steadier. Conditions in molasses market are unsatisfactory, dealers expecting 60c gallon before Christmas. Stocks of old beans are al-

most exhausted, and new bean prospects are not encouraging. Lard is firmer, compound being ¼c higher and pure unchanged. Beef is easier. Potatoes strong at \$1.50 barrel. Market is scanty.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 35
Pork, American clear, per bbl.	24 25
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 32
Eggs	0 25
Lard, pure, per lb.	0 13½
Cheese, new	0 15½
Flour and Cereals—	
Commual, gran.	5 75
Commual, ordinary	1 30
Flour, Manitoba, per bbl.	6 30
Flour, Ontario	5 90
Roller oats, per bbl.	5 35
Potatoes, hbl.	0 90
Fresh Fruits and Vegetables—	
Apples, bbl.	3 50
Lemons, Messina, box	4 50
Oranges, Val. case	5 50
Potatoes, hbl.	1 00
Sugar	
Standard granulated	6 15
United Empire	6 05
Bright yellow	5 95
No. 1 yellow	5 75
Paris lump	7 25
Lemons, Messina, box	3 75
Beans, hand-picked, bush.	3 70
Beans, yellow eyes, per bush.	3 80
Canned pork and beans per case	2 60
Molasses, Barbadoes, gal.	0 52
Cream of tartar, per lb., bulk	0 35
Currants	0 10
Rice, per cwt.	4 25

SMALL DEBT COURTS

Wholesalers and manufacturers should co-operate with those whose efforts are directed to the establishing of small debt courts in the various provinces of Canada. Such are a necessity to enable the small debtor to collect his small lines at a minimum of expense. Courts of this kind exist, both in Great Britain and in some of the States to the south of us, and have been of great benefit and value to those they were established to assist. Every effort should be made to get the assistance of the various legal associations and other organizations to press the matter to a successful termination.—Ex.

THE M.O. HOUSE IN DISGUISE

The Modern Grocer, Chicago.

Most readers are familiar with the schemes and methods used by various retail mail order houses to get credit information regarding prospective M. O. customers. There are few merchants that have not received inquiries from such concerns who try to hide their real identity behind such names as the "Central Collection and Reference Bureau," "Home Lovers' League," "Interstate Reporting Company," and a host of others, all of which are but blinds to keep the retailer ignorant of the fact that the concerns desiring the credit information are really mail order houses who seek to get the trade of the very merchant that is solicited for credit information.

We suggest that every retailer refuse to reply to letters asking for credit information when those inquiries come from concerns that are not personally known to be working in the interests of the retail merchant.

The Kellogg Decision

From the Interstate Grocer.

The result of the long-drawn-out case of the Government against the Kellogg Toasted Corn Flake Co. will be received by the adherents of price maintenance with considerable disappointment, as without doubt the decree of the Federal Court is flatly and uncompromisingly against the theory that the manufacturer of a product which has been made nationally known through legitimate advertising and a strong consuming demand created by sheer merit, has the right to dictate the price at what it shall be sold to the consumer.

In other words, the court holds that a manufacturer has no protection from unscrupulous price-cutters who knife standard, trade-marked goods in order to lure people into their establishments and then sell them cheaper brands of inferior quality. The decision appears to have knocked the props from under the price maintenance edifice, but manufacturers, wholesalers and retailers still have "an ace in the hole" in the Stevens Bill, which is designed to legalize price standardization, and thus provide protection to all factors in the trade from the unfair methods of competition practised by price-cutters, chain stores and mail order houses.

Of course, a decision of a United States District Court is not the final word on this question, but so far as the Kellogg case is concerned, the "consent decree" entered into between the Government and the defendants precludes any appeal to the Supreme Court of the United States. There can be no criticism of the Kellogg Company in taking the course it did, however, as for three years now it has rested under the imputation that it was violating the laws of the land, and if it had gone through with the case, it would probably have meant several years more of waiting before a final decision could be rendered.

Recently, we have had three decisions in Federal courts bearing on the price maintenance problem, which appear to be widely divergent in character. In the Cream of Wheat case, Judge Hough declared that the cereal company had the right to absolutely refuse to sell price-cutters or others whom it might deem "undesirable customers." In rendering this decision, he took occasion to score the methods of chain stores and had a good word to say for the legitimate grocer. In the Columbia Phonograph Co. case at Chicago, Judge Geiger ruled that the company had the right to make an agreement with retailers to maintain the price fixed by the company, solely on the ground, however, that the patents

on records and machines constituted a monopoly, and, therefore, any arrangement entered into between the manufacturers and the dealer was legal and could be enforced.

In both of the latter cases it will be noted that the manufacturers were selling direct to retailers, or, in other words, choosing their own customers. In the Kellogg case, the jobber was a factor, as Kellogg does not sell to retailers, considering it unfair to wholesale grocers, whom the company recognizes as an important and necessary element in the distribution of its products. The decision in the Kellogg case recognizes the right of the manufacturer to choose his own customers, but under the Kellogg system of selling it would be impossible for them to do this, as they depend upon the jobber for distribution to retail grocers.

It is unfortunate that the whole question of price maintenance is linked with the "trust" problem in the public mind and, from all appearances, in the minds of some of the Federal judges also. The impression seems to prevail that if manufacturers are given the right to name the resale price, the first thing they will do will be to advance the price of their products. Such an attitude is nonsensical, as competition will keep the prices down to a normal level.

There are some conflicting opinions regarding the effect the Kellogg decree will have on the trade, but the one thing which seems essential now is to pass the Stevens Bill and forever set at rest any question as to the right of the manufacturer to protect his product by being permitted to name the resale price. Retailers can do their share by writing their representatives in Congress to support the measure.



The Mental Hazard

A COMPARATIVELY easy hole on certain golf links in Indiana was abandoned because it had become a mental hazard.

The hole was on a knoll across a deep ravine. Beyond it was a piece of woods. A short drive landed in the ravine, a long one carried into the trees. Still it was not a difficult stroke to make as golf goes.

The trouble came because the sight of the steep ravine invariably gave the player a touch of cold chills. He became imbued with the idea that he could not execute the drive. Therefore, he did not.

Many a business problem is such a mental hazard. We approach such prob-

lems beaten before we start. We play much more difficult holes without flinching. But the ravine this side or the woods beyond frighten us out of the ordinary ability to play our game.—Ex.

TRADE NOTE

In future the firm name of Oldenburg & Bull, general merchants, Woodstock, N.B., will be changed to Mrs. Mabel Oldenburg, widow of Wm. H. Oldenburg, who died in March last. The late Wm. Oldenburg started in business with his brother-in-law, Ernest H. Bull, four years ago, the latter shortly after selling out to his partner. At the time of his death Mr. Oldenburg was aged 37 years.

Letters to the Editor

Editor Canadian Grocer.

Dear Sir,—I was greatly interested in an article in a recent issue of the Canadian Grocer, entitled, "Urges Reduction of Retail Stores," as it seems to me that it might be the solution of many of the difficulties now confronting the merchants in many western towns.

Of course the first obstacle would be the difficulty of getting the merchants together on any subject, as they have shown very little desire to pull together in the past and are all suffering from lack of co-operation. The foolish jealousy that warps the minds of so many business men is, to my mind, one of the main causes of the financial troubles that so many of us are suffering from now, and co-operation of some sort will have to come before business can be carried on successfully in this country.

There are a number of questions that occur to me that would have to be solved before the "Reduction of Stores" could become an accomplished fact, and here are two of them: 'Would the wholesale houses be agreeable to such reduction of stores?' 'What disposal would be made of the liabilities of the individual merchants, and could their book debts be considered as an asset to counterbalance part of their liabilities?' Book debts are such an unreliable asset now that I am afraid it would be difficult to arrive at an equitable adjustment of their value.

However I think the Newfoundland merchant's idea could be achieved and if any other of your readers have thought over the matter and would make suggestions, I am sure they would be appreciated by more than myself.

Hoping to hear more of this.

Yours truly,

REDCLIFF MERCHANT,
Redcliff, Alta.



FRUIT AND VEGETABLES



Oranges Higher; Potatoes Again Advance

Cucumbers Finding a Demand—Peaches Plentiful and Low — Potatoes Advance Another Nickel—Apples Firming Up—Grapes Selling Rapidly.

MONTREAL

FRUIT—There is a good demand for Fameuse apples, the market for which on No. 1's opened at \$5.00. They are not coming in freely, but fairly well, considering the havoc played by the windstorm two weeks ago. It is almost certain now that there will be a short crop this year, as the farmers twice a week bring large quantities of windfalls into the city, which they sell for \$1.50 to \$2.00, and as high as \$4.00. It is stated that the windstorm took about half the Fameuse crop this year. McIntosh Reds are selling from \$4.50 to \$5.00 per bbl. Calverts and other fall apples, are selling as low as \$1.75 and \$2.25, hand picked; windfalls are cheaper. Cranberries are now being offered at \$9.00 per bbl., but the demand is slow after Thanksgiving when the demand was not up to former year. California Bartlett pears are not being offered, the only lines being Winterellis, which are bringing \$3.25 per doz. There are no more damsons. Cantaloupes are very scarce, only a few baskets offering at 50c per basket.

Apples—		
Fameuse, No. 1's	5 00	
Alexanders, No. 1's, bbl.	3 00	3 50
Wealthy, No. 1's		3 50
Calvert	1 75	2 25
Red Pound		3 50
McIntosh Reds	4 50	6 00
Bananas, bunches	2 00	2 25
Cranberries, bbl.		9 00
Grapefruit, 46-54-64-80-96		3 50
Grapes, blue, 6 qt. baskets		0 23
Grapes, Tokay, crate, 4 baskets		2 25
Lemons—		
Verdellis	3 00	3 25
Oranges—		
Valencias, Cal., late 126-250		6 00
Jamaica, 196-200-216		3 50
Pineapples, 18-24 and 30-36		3 00
Peaches, preserving basket, 11-qt.	0 30	0 40
Peaches, box		1 00
Pears, box		3 25
Plums, Quebec, gal.		0 40
Plums, preserving, basket, 11-qt.		0 25
Plums, table, box 4 baskets		1 75
Cantaloupes, baskets		0 50

VEGETABLES The most important change is in potatoes, which are being offered on the market at \$1.00 per bag of 80 lbs. Prices are expected to go higher than this. Tomatoes are practically done; good ones are selling for \$1.75 to \$2.00 per box, and baskets at 50-60c. Hothouse tomatoes bring 15-16c per lb. The demand for tomatoes is rather slow at these prices. Montreal beans are now off the market, and are

being brought in from New York at \$3.00-\$3.50 per hamper. Cabbage brings 25-40c per doz. for the best, all from Montreal, and the demand is not heavy. Cauliflowers are scarce, and bring 75c-\$2.00 per doz. Scraggy ones are worth 75c, and prices run all the way up to \$2.00, according to size of flower. Celery is cheap—3 doz. for 50c, or roughly 20c per doz., depending on size and quality. Corn is about done, and the only one remaining is bringing 15c; it is yellow, very short, and good eating. Cucumbers are about done, and bring 35c-40c, there being 15 to 20 in each basket, depending on the size. Egg plants are beginning to get scarce and small, and are ranging in price from 15c to \$1.00 per doz. Large leeks bring 15c per bunch; smaller ones 10c bunch. Onions took a jump to \$1.75 per bag. Sweet potatoes declined to \$1.50 per hamper.

Beets, bag	0 50	0 75
Beans, wax, N.Y., per bag	3 00	3 50
Beans, green, N.Y., per bag	3 00	3 50
Cabbage, Montreal, per doz.		0 25
Cabbage, red, doz.		0 40
Carrots, bag	0 50	0 75
Cauliflower, Canadian, doz.		0 75
Celery, Montreal, doz.		0 70
Cucumbers, fancy, basket		0 35
Egg plant, doz.		0 15
Leeks, bunch		0 10
Head lettuce, Montreal, doz.		0 40
Head lettuce, Boston, box		1 60
Curly lettuce, 5 doz.		0 50
Onions—		
Montreal, bag		1 50
Parsnips, bag	0 50	1 00
Parsley, Canadian, doz. bunches		0 15
Peppers, 11-qt. basket	0 40	0 50
Potatoes—		
Montreal, new, bag		1 00
Sweet, hamper		1 50
Radishes, doz.		0 15
Rhubarb, hothouse, doz.	0 15	0 20
Spinach, Canadian, box		0 50
Turnips, bag	0 50	1 00
Tomatoes, hothouse, lb.		0 15
Pumpkins, Montreal, box		1 75
Squash, doz.		0 50
Vegetable marrow, doz.	0 40	0 50
Watercress, Canadian, doz.		0 30

TORONTO

FRUIT.—Apples generally have firmed up. There was a good demand, and in view of the reports, which seem to carry weight, of poor and spoilt crops, higher prices are not unexpected. We quote 25c to 40c per 11-quart basket. Cranberries show an easier tendency, as more and more come along. Both Jamaica and Valencia oranges are firmer and higher, and the former are now up to \$6. Peaches plentiful are getting good business at reduced levels, which is

not surprising in view of the very heavy supplies. A few cantaloupes are still selling, but they are getting down and levels are correspondingly getting up. Grapefruit is a trifle firmer again, with a good demand. Quinces are worth 50c to 60c for a 11-qt. basket. Business last week, prior to the holiday, was very good and well distributed, all lines sharing in the orders. Grapes too are moving with increased rapidity.

Apples, new, bbl.	2 50	3 50
Apples, 11 qt. basket	0 25	0 40
Apples, crab	0 40	0 50
Bananas, per bunch	1 25	2 00
Cocoanuts, sack	4 50	5 00
Cantaloupes, Can., 11-qt. basket	0 30	0 60
Cantaloupes, imported	4 00	4 50
Cranberries, bbl.	8 75	9 00
Grapefruit		
Jamaica, case	4 50	5 00
Grapes, Tokay, case	1 85	2 00
Can., 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	5 00	6 00
Jamaica, case	3 75	4 00
Lemons, new, Verdelli, box	4 00	4 25
Limes, per 100		1 50
Peaches, Can., 11-qt.	0 25	0 65
Peaches, Can., 6-qt.	0 12	0 25
Pears—		
California, Bartlett, box	2 75	3 00
Canadian, 11 qt. basket	0 40	0 75
Plums, Canadian, large basket	0 25	0 65
Quinces, 11-qt. basket	0 50	0 60

VEGETABLES.—The firmness in the potato situation continues unabated and both Ontarios and Delawares are again up a nickel, making them now \$1.25. So far, supplies have shown no sign of increase and demand is heavy. The rot becomes more and more of a nuisance each week. Vegetable marrow is down a trifle. It appears to be somewhat of a drug. Onions are firmer, particularly Spanish, and these we now quote at \$3.75 to \$4. a case. Supplies are by no means heavier than demand can take care of. Canadian beets are worth 55 to 60 cents a bag. Cucumbers are firmer and higher. Business is now brisker with the continuance of the colder weather.

Beets, Canadian, bag	0 35	0 60
Beans, basket	0 40	0 30
Cabbage, new, doz.	0 25	0 40
Carrots, new, basket	0 25	0 35
Celery, doz.	0 25	0 40
Cucumbers—		
Canadian outdoor, basket, 11 qts.	0 50	0 65
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 15	1 25
Spanish, case	3 75	4 00
Green peppers, basket	0 25	0 35
Peppers, red	0 35	0 40
Potatoes, Ontario, new, bag	1 15	1 25
Potatoes, N.B., Delawares	1 20	1 25
Parsnips, 11 qt.	0 30	0 35
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, 11-qt. basket	0 20	0 25
Vegetable marrow	0 20	0 30

(Continued on page 39.)



FISH AND OYSTERS



Frozen Halibut Now Selling

No Fresh to be Had—Frozen About a Cent Lower Than Last Year—Whitefish Up Again and Very Scarce.

MONTREAL

FISH—There is nothing very important to relate in the fish trade. The demand keeps steady, and so do prices. Fresh fish from the East continues to arrive in small quantities, and good supplies are arriving from the West and the Lakes. Fishing is now closed in Manitoban lakes; so, after this week, for all kinds of lake fish, the trade will be supplied from whatever is produced nearer the home markets, and the balance will have to be supplied from frozen stock. Already a few carloads of frozen yellows and jacks are coming here, in fact some frozen salmon and halibut will arrive in time for the opening of frozen fish, which is bound to take place soon on account of scarcity of fresh material, fillets and haddies are scarce. Lobsters are also extremely scarce. In the lines of pickled and salted fish, some good sized shipments are moving to and fro, but the general movement has not set in yet. Green codfish is reported plentiful; so are Labrador herrings; and the trade takes the stand that prices should be reasonable at least, for a certain period to come.

TORONTO

FISH AND OYSTERS.—Whitefish, after a period of scarcity, gets only more scarce, and will soon be unobtainable. Price this week is up to 14 cents and at that there isn't very much to be had. It doesn't look as if there will be any change in this situation now. It is too late to expect it. Eels are conspicuous by their absence. There are few or none around. Fresh halibut is markedly scarce, so much so, in fact, that frozen is now getting most of the business. It sells a cent under last year's closing price, viz., for 11 cents. There is a plentiful demand. There is hardly any fresh halibut to be gotten. Oysters have now definitely started and are getting trade. Hotel and restaurant trade is particularly good in oysters. Standards we quote at \$2.25. Solids are worth \$1.75.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.12	.12
Haddies, Niobe, boneless, per lb....	.10

Herring, Ciscos, per lb.	.16
St. John bloaters, 100 in box	1.20	1.25
Yarmouth bloaters, 60 in a box	1.25	1.25
Smoked herrings, medium, box	.16
Smoked boneless herrings, 10-lb. box	1.50
Kipperd herrings, selected, 60 in box	1.30	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12
Red, Cohoes or silvers, per lb.	.08½-.09	.12
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.10	.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.07½-.08	.12
Haddock, medium and large, lb.	.04½-.05	.06
Market codfish, per lb.	.03½
Steak codfish, per lb.	.05½-.06	.08
Canadian soles, per lb.	.15-.16
Blue fish, per lb.	.09	.12
Herrings, per 100 count	2.00	3.00
Round pike	.05-.05½
Grass pike	.08
Swordfish, lb.	.08

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	6 50	7 60
Dried hake, medium and large, 100 lb.	5 50	6 00
Dried pollock, medium and large, 100 lb.	5 90	5 00
Dressed or skinned codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 16
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 12
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	12 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 60

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11½-12½	12 -14
Haddock, fancy express, lb.	5½-6	12 -18
Mackerel, medium, each	14 -15	12 -18
Steak, cod, fancy express, lb.	5½-6	8
Herrings, each	3	3
Flounders	5	9
Salmon, Western	13 -13½	19 -20
Salmon, Eastern	11 -15	16 -18

FRESH LAKE FISH.

Carp, lb.	0 09
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	0 10½-11	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tubbees, lb.	.06½-.06	.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-.13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00

Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S. pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, im'td milkers, hf bbls	8 00
Holland herrings, im'td milkers, kegs.	0 95	85-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	0 85	70-0 95
Lochfyne herrings, box	1 35
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	8 00	10 00
Green cod, No. 2, bbls.	6 00	8 50

WINNIPEG

FISH AND POULTRY.—There was a little more activity in poultry last week in anticipation of Thanksgiving, but trade for the season has been light. There is more activity in oysters, but sales are not up to average. Staple lines of fish are in moderate demand.

Fresh salmon	0 14
Fresh halibut	0 09
Pickered	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnau haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldies, dozen	0 50
Oysters, gallon	2 50
Oysters, 3-gallon tins	7 00
Poultry—		
Live—		
Fo w.l.	0 11
Roosters	0 09
Chickens	0 16
Turkeys	0 12	0 14
Ducks	0 12
Ducklings	0 12
Geese	0 12

THE WISE FOOL

"The worm will turn in time," observed the sage.

"So will the fish if you keep him long enough," replied the fool.

Brown (on fishing trip)—Boys, the boat is sinking! Is there anyone here who knows how to pray?

Jones (eagerly)—I do.

Brown—All right. You pray, and the rest of us will put on life belts. There's one shy."

"Well, what's the catch to-day?" asked the commanding officer.

"Thirty prisoners, excellency."

"Bah! I never take home a string less than 30,000. Throw 'em all back."



PRODUCE AND PROVISIONS



Cheese and Eggs Higher

Exports of Cheese to England Mean Higher Levels—Storage Eggs Now Getting the Business—Butter Firm and Trade is Brisk—Big Selling of Poultry Over Holiday.

MONTREAL

PROVISIONS. Wholesalers made further advances this week in the prices of both compound and pure lard. Compound is now being quoted at an advance of $\frac{1}{4}$ ¢ over last week's prices, which is on a basis of $10\frac{1}{2}$ ¢ for tierces; pure is quoted at an advance of a cent, which is on the basis of $13\frac{1}{2}$ ¢ for tierces. The advance in compound is due to strength in the oil market, and the pure lard market was strengthened last week, some said, on account of the Balkan crisis.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 26	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	26 00	
Heavy short cut clear	26 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 50 lbs. net	6 13½	
Tubs, 50 lbs. net	0 14½	
Boxes, 50 lbs. net	0 13½	
Pails, wood, 20 lbs. gross	0 11	
Pails, tin, 20 lbs. gross	0 11	
Cases, 10 lbs. tins, 60 in case	0 14½	
Cases, 3 and 5 lb. tins, 60 in case	0 15½	
Bricks, 1 lb., each	0 16	
Lard, Compound—		
Tierces, 55 lbs. net	0 10½	
Tubs, 50 lbs. net	0 11	
Boxes, 50 lbs. net	0 10½	
Pails, wood, 20 lbs. net	0 11½	
Pails, tin, 20 lbs. net	0 11½	
Cases, 10 lbs. tins, 60 in case	0 12½	
Cases, 3 and 5 lb. tins, 60 in case	0 12	
Bricks, 1 lb., each	0 13	
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—There are no changes in butter prices this week, the market being unsettled, and offerings in the country sold at a decline. Notwithstanding this, a fair amount of business was done throughout the week.

Butter—	
Finest creamery	2 33
Dairy prints	0 26
Dairy, solids	0 24
Separator prints	0 23
Bakers	0 21

CHEESE.—There are no changes in quotations. The tone of the market in the early part of last week was firm, and prices had a tendency upward. Fol-

lowing Thursday the market became still firmer, and advances took place at the country boards. A fair business was done over the cable, but the demand was principally for small amounts.

EGGS.—Following the advances of the past two weeks, there was no change this week, although the tone of the market continues firm, with a continued good demand from English importers and steady demand for domestic use. Receipts of strictly new-laid are falling off, and there may possibly be further advances here next week.

Cheese—		
Old make	0 18	0 18
Stilton	0 17	0 18
New make	0 15	0 16
Eggs, case lots—		
New laid, stamped	0 37	
Selects	0 32	
No. 1's	0 28	
No. 2's	0 19	

POULTRY.—Large supplies of poor chicken are arriving on the market, and no sufficient good fat chicken to supply the demand. Some poultry raisers seem under the impression that feathers and frame are all that constitutes chicken. Good fancy crate-fed chickens are bringing good prices, but there are few on the market. There was a good demand throughout Thanksgiving for all kinds of poultry, but the turkeys were not so fat on account of the day being so early in the year.

Poultry—		
Frozen stock—		
Fowl, small	0 13	0 16
Turkeys, fancy	0 25	0 26
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 19
Roasting chicken, milkfed, 3½ lbs.	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	0 40
Squabs, Philadelphia, pair	0 70	0 70
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 14	0 15
Turkeys	0 19	0 20
Ducks, old	0 14	0 14
Geese	0 09	0 10
Ducklings, 3 lbs.	0 14	0 15
Chicken	0 13	0 14

Receipts in Montreal

	Butter.	Cheese.	Eggs.
	Boxes	Boxes	Cases
Week ending Oct. 9, 1915	14,835	54,246	17,671
Week ending Oct. 10, 1914	8,439	54,357	4,503

TORONTO

PROVISIONS.—Except for a slight shading in the price of long clear bacon, making a top price of $13\frac{1}{2}$ ¢, there is lit-

tle change in the market. There is a firmness in bacons and an easiness in cooked meats which, taken together, would infer the effect of the beginning of the cold and the cessation of the hot weather. Lard remains firm at levels quoted with a good deal of buying.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18½	0 19
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—		
le less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13	0 13½
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11¾
Tubs, 60 lbs.	0 11¾	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12	0 12½
Bricks, 1 lb., per lb.	0 12½	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 10½	0 11½
Hogs—		
Dressed, per cwt.	9 85	
Live, per cwt. off ears	11 50	

BUTTER.—The market remains firm and very brisk for all grades. Domestic demand has brightened noticeably and stocks are not high. Creamery, by the way, is of markedly better quality and there is a disposition to buy it and dairy in more equal quantities. It will be remembered that dairy was considerably in demand this summer. We quote 31 to 32 for creamery.

Butter—		
Creamery prints, fresh made	0 31	0 32
Dairy prints, choice, lb.	0 26	0 27
Dairy solids, lb.	0 23	0 25
Bakers'	0 22	0 23

CHEESE.—Once more cheese is taking the elevator and we have to record another advance of half a cent. The make continues adequate for normal demands but there is a big export call and our new level of 16 to $16\frac{1}{2}$ is a firm quotation. Stocks in Liverpool are said to be light, and even at what are certainly high levels for English buying cheese finds strong and continuous demand over the water.

Cheese—		
Large, per lb.	0 16	0 16½
Twins, per lb.	0 16½	0 16¾

EGGS.—The big buy in the egg mar-

ket now is storage. In a few days this trade has swung into its stride, and we quote a price of 29 to 30. New laids are very hard to get and it looks as though we will have an advancing market. We quote 35 to 36 in cartons, while straight new laids are up to 32-33c. This is a gain on a week ago of virtually 3 cents, and may be taken as some indication of the big demand coupled with the scarcity. The latter is the more important factor. Storage this week are fetching virtually last week's price on new laids.

Eggs—		
Specials (in cartons), doz.	0 35	0 36
No. 1s (straight new laids)	0 32	0 33
No. 1, straight storage	0 29	0 30
No. 2	0 23	0 26

POULTRY.—The market was swamped with offerings for Thanksgiving and now the big day is over poultry is about a cent to two cents off. Chicken was the big bet for the holiday trade but there was so much of it that the price declined. We quote 11 to 12c. This is three or four cents lower than last week. Old turkey remains unchanged. Ducklings are down about a cent.

Poultry—	Live.	Dressed.
Old fowl, pound	0 07-0 10	0 15-0 16
Spring broilers	0 11-0 12	0 18-0 20
Old turkeys	0 11-0 12	0 17-0 21
Ducklings	0 10-0 11	0 16-0 17

HONEY.—Business has been noticeably brisker of late. There is no marked change in the situation though, and none in price.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.—An unexpected drop in lard is a feature this week, due to importations from the United States. Eggs are higher and supplies from the country are falling off. Butter is up, 1 cent per lb. higher. Cheese is firm and all cured meats likely to go higher.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	
Backs, clear, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light	0 19	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	
Lard—		
Tierces	0 12½	
Pails	2 62	
Cases, 5s	8 02	
Cases, 3s	8 10	

BUTTER.—

Butter—		
Creamery	0 20	0 31
Best dairy	0 19	0 24
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 fresh	0 26	
Straight receipts	0 20	0 22

CHEESE.—

Cheese—		
New, large	0 16	
New, twins	0 16½	
Manitoba	0 13½	

THE POTATO SITUATION

Montreal, Oct. 14—(Special)—The most important feature of the market this week is a further strengthening of the potato market, due to short crop principally. The situation appears to be worse than was at first realized, as Prince Edward Island, where digging has not yet commenced, also reports a bad crop on account of rains. As stated last week, the crop in New Brunswick is short on account of blight and lack of potash in fertilizer. Crops in Quebec and Ontario are also much below average. Wholesalers jumped their prices to well over a dollar this week, and the fact that large government orders have recently been placed for supplies (dried) to be used for the soldiers in France, has scared dealers into buying, which may send the market up higher still before many days. Western Canada seems to be better off—as far as potatoes are concerned.

The situation in P.E.I. is described by a grower, who, writing to his representative in Montreal, says: "Re white potatoes. It is too early to quote, as on account of stormy weather, etc., the crops will be short this year. Digging had hardly commenced when a terrible rain storm came up, following which it was impossible to secure a car of potatoes anywhere. There will not be many red or white potatoes to ship from this Province. The crazy embargo that had been placed on our potatoes going to Ontario and the West, drove our people back to MacIntyres, which is the only potato we can sell to the East of us. The result is that if your people want potatoes this year, they must learn to use MacIntyres, which are the best potato grown in the Province."

Another grower writes in the following words: "Our potatoes here have not yet been dug, i.e., reds and blues. There are some early varieties, but they are not plentiful. It will be about ten or fifteen days before the potato crop will be fit to ship; consequently, it would be unsafe to make quotations now, as the price is not fixed. Our crop will be poor—about a half. Think we will be able to quote about the 20th inst."

CANADA'S WAR SUPPLIES.

(Continued from page 18.)

hand hammers, punch-cutters, farriers tools, etc., etc.

The field forges have proven very acceptable to judge by the business which has been done and there are strong indications that the Canadian type supplied has met with favor.

The cement sacks referred to numbered about 8,000,000 and were secured from the Canada Cement Company.

Unfruitful Negotiations

While negotiations started from this side of the Atlantic have resulted in considerable business there have been a great number of articles which have been brought to the attention of the British authorities which have not yet figured in the orders placed. However, this information will be on file and should the need arise Canada should figure in the business developing. Mr. Fitzgerald states that there is on this list some forty items including tinned fowl, woolen manufacturers, etc., etc. It is the desire of the purchasing agent to get into touch with every manufacturer who may think that he is capable of turning out useful war supplies of any kind and he will at once place his proposition before the officials of the War Department.

How Orders Are Placed

In connection with the placing of orders, Mr. Fitzgerald explains that in practically every case there is a sealed sample submitted with the requisition but that it is not always possible to exactly duplicate it. He usually calls for samples and if it is found that similar products cannot be secured he submits what he considers to be a good substitute and if this is satisfactory orders are accordingly placed. In other cases business has been developed as the result of the initiative being taken on this side and then it is not a case of trying to duplicate a sample but of sending something that will be favorably passed upon.

FRUIT AND VEGETABLES

(Continued from page 36.)

WINNIPEG

FRUITS AND VEGETABLES.—There are several changes in the fruit list this week. Oranges are scarce and dear. Ontario apples are fairly plentiful and somewhat cheaper. Cape Cod cranberries are on the market at \$11 per barrel. Manitoba potatoes have advanced to 50c per bushel; the quality is poor and heavy supplies will have to be imported.

Fresh Fruits—

Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 27	
Ontario pears, per basket	0 40	
Texas grapes, case	2 50	
Valencia orange, case	6 00	6 75
California lemons	5 00	5 50
Cocoanuts, dozen	1 00	
Plums, case	0 75	1 10
Bananas, bunches	2 50	3 50
Cranberries, Cape Cod, bbl.		11 00

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 06½	
Mint, per dozen	0 20	
Radishes, per dozen	0 10	
Onions, per dozen	0 20	
Cabbage, per lb.	0 15	
Parsley, dozen	0 75	
Peppers, per basket	0 25	
Mushrooms	0 11	
Carrots, per pound	0 40	
Head lettuce, dozen	0 75	
Cucumbers, per dozen	1 00	
Cauliflower, per dozen	0 40	
Garlic, lb.	0 45	
Potatoes, bushel	0 45	
Turnips, bushel	0 45	



FLOUR AND CEREALS



Mill Feeds Down Again

Three Main Lines Drop a Dollar—No Change in Flour—Export Picks Up a Trifle, But General Business is Dull—Cereals Remain Unaltered.

MONTREAL

FLOUR—A better import demand has opened up for all grades of spring wheat flour, and the prices being bid are in line with millers' views. Owing to sharp advance taking place in wheat, prices for export were advanced later. There has also been a fair demand from export for winter wheat flour. A better demand continues to exist in the flour market here, following a strengthening of the Winnipeg wheat market, and considerable buying has taken place from local buyers in spring wheat flour. Prices remain same as have been quoted for several weeks past.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	5 85
Second patents	5 35
Strong bakers	6 15
Flour in cotton sacks, 10 cents per barrel more.	
	Car Small
Winter Wheat Flour—	lots. lots.
Fancy patents	5 45 5 70
90 per cent., in wool	4 80 5 00
90 per cent., in bags	2 10 2 25

CEREALS—The strengthening of the market for oats during the past week had the effect of giving a firmer tone to the market for rolled oats. There is, however, little improvement in the demand. Buying, despite the cooler weather, continues to be from hand to mouth.

Corameal—	Per 98-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—	90's in Jute.
Small lots	2 40 2 50
25 bags or more	2 30
Packages, case	3 90 4 00
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in Jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 80
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 60
Rye flour, bag	3 25
Barley, pot	3 00

FEEDS—No changes took place this week in the feed quotations, although the tone of the market is still on the easy side, attributed to the fact that some of the mills are working full time on new crop. Should the demand for flour improve there is no doubt that prices on many feed lines would fall.

Mill Feeds—	Per ton
Bran	23 00
Shorts	25 00
Middlings	30 00
Wheat moulee	29 00
Feed flour, bag	1 87½
Mixed chops, ton	29 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	30 00
Barley chop, ton	28 00
Feed oats, cleaned, Manitoba, bush	0 50
Feed wheat, bag	1 30

TORONTO

FLOUR.—The situation has not changed at all this week. Manitoba first patents are still worth \$5.75 and the Board of Trade quotation on Ontario new winter wheat flour again averages \$3.80. The only kind of business which would appear to be doing at all is for bakers' contracts. Ordinary buyers persist in holding off. A word of warning might be said. There is such a thing as waiting too long. It does not, at the moment, appear probable that we will see lower flour levels. Domestic demand is weak. Export is better, and a good deal more steady and less spasmodic.

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl.	per bbl.
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.		
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots....		3 80

CEREALS.—This market is entirely without feature. There is a little business in barley but nothing write home about. Rolled oats are dull.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15
Corn flour, 98 lbs.	2 55
Corameal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	2 50
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	2 75
Oatmeal, granulated, 98 lbs.	2 75
Peas, Canadian, boiling, bush.	2 45
Peas, split, 98 lbs.	2 45
Rolled oats, 90-lb. bags	2 40
Rolled wheat, 100-lb. bbl.	3 10
Rye flour, 98 lbs.	2 80
Whole wheat flour, 98 lbs.	2 50
Wheatlets, 98 lbs.	2 85

MILL FEEDS.—Once more feeds have dropped. This is the natural tendency about this time of the year and bran and shorts and middlings are all down about one dollar. Demand is limited but supplies are heavy because mills are all pretty busy grinding again now. The old relationship of heavy demand and light supply has been reversed.

Mill Feeds—	Mixed cars, per ton
Bran	22 00
Shorts	24 00
Middlings	25 00
Feed flour, per bag	1 50 1 55
Oats—	
No. 3, Ontario, outside points	0 35 0 37

WINNIPEG

FLOUR AND FEED.—Flour trade is dull, millers reporting only a hand-to-mouth domestic trade and export business is dull. Bran and shorts are down

\$2 per ton. There is little demand for mill feed, as feed grains are plentiful and likely to be cheap.

Flour—	
Best patents, per sack 98 lbs.	2 90
Bakers, per sack 98 lbs.	2 05
First clears	2 20
Second clears	1 75
Rolled oats, 80 lbs.	2 30
Standard granulated oatmeal, 98 lbs.	2 80

WAR'S DRAIN ON GERMANY

Washington, D.C., Oct. 12.—An indication of the effects of war upon trade and industry is afforded by figures received by the Bureau of Foreign and Domestic Commerce, Department of Commerce, which show the number of enlistments of male members of the German Central Union during the period ending April 30, 1915. That organization, according to "Correspondenzblatt der General-Kommission der Gewerkschaften," Berlin, had, on April 1, 1914, 2,300,298 members, representing about 50 different trades. Taking account of all of the trades, the number registered represented about 64 per cent. of the corresponding population of Germany. Naturally in many single lines the percentage of members of the Central Union differs widely from this average.

Of these 2,300,298 members, 958,247, or 41.7 per cent. had enlisted in the war up to April 30, 1915. The trades furnishing the largest number of enlistments were, in order of numerical importance, metal workers, builders' men, transportation employes, wood workers, factory workers, miners, textile workers, book printers, carpenters, municipal employes and brewery and mill workers. Butchers with 84.2 per cent. of the members enlisted, stood at one end of the scale, and tobacco workers, with 21.6 per cent. at the other.

Lorne Anderson, for eight years with Michie & Co., grocers, King street west, Toronto, has enlisted for overseas duty. Although having no previous military experience he showed an aptitude for soldiering and received his first stripe a few days after enlistment. He is now a lance corporal.

YOUR CUSTOMERS

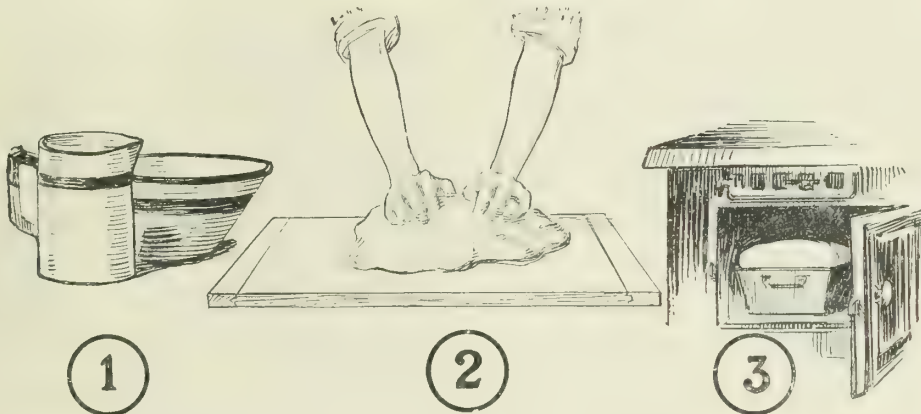
TAKE PRIDE IN GOOD BAKING. STOCK UP WITH

RAINBOW FLOUR

AND REAP THE PROFITS FROM PERMANENT REPEATS

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The Three Secrets of Successful Bread

I

The flour mixes evenly with the milk. Every particle is moistened thoroughly.

This is due to two facts. One is that it is ground remarkably fine and even. The other is that the same grade of wheat is used throughout.

II

The yeast mixes evenly with the batter made above. When the dough is ready you may count on it rising perfectly.

For when the yeast mixes evenly with the other ingredients, the dough is certain to *ferment* evenly.

III

Once in the stove such bread is sure to *bake* evenly. No lumps. No soggiess. Light, white, even-textured bread is the result.

Among flours, Rainbow Flour is ground finest and most uniformly. It mixes evenly, ferments evenly and bakes evenly into the best bread a hungry family could fancy.

RAINBOW FLOUR

Canadian Cereal and Flour
Mills Co., Limited

CABLE ADDRESS: "CANCEREAL"
TORONTO



Keep Posted

on the Development and Progress of Canadian Affairs

MacLean's — a *Made-in-Canada Magazine* — for keeping its readers posted on the progress and development of things Canadian.

You will be interested in the series by the inimitable *Gadsby*. There is only one H. F. Gadsby—witty and discerning political writer, master of josh and jolt, coiner of epigrams and greatest of paraphrasers — and Gadsby is giving his very best work to *MacLean's Magazine* in a series of sketches of prominent Canadians.

Other writers known to you contributing are: Alan Sullivan—master of prose; L. M. Montgomery, author of "Anne of Green Gables," "Anne of Avonlea," etc.; Dr. Orison Swett Marden, W. A. Craick, Madge McBeth, Margaret Bell and Britton B. Cooke.

20 cents a copy. \$2.00 a Year.

The MacLean Publishing Co., Limited

143 University Ave., Toronto, Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

ROYAL BAKING POWDER.

Size.	Less than 10 case lots	or 10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack.....	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10
Aylmer Pure Jellies.	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry..	2 10
Plum jam	1 85
Green Gage plum stoneless.	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85
Aylmer 14's and 30's per lb.		

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb.....\$0 17
In 10-lb. lots or case 0 16

COUPON BOOKS—ALLISON'S.
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising)	
2 doz. to case, weight 70 lbs.	\$3 06
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 50
Perfection, ½-lb. tins, doz..	2 40
Perfection, ¼-lb. tins, doz..	1 25
Perfection, 10c size, doz....	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.....	0 21
Soluble bulk, No. 2, lb.....	0 14
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz....	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	6 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz..... 1 00

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes....	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

More Practical Articles

THERE is only one more issue between this and Canadian Grocer's Fall Campaign Number of October 29. The editorial department have practically completed the feature articles for this big issue, and as intimated in the past, we have secured from our readers a large number of bright, practical, ginger-up articles, which will be of actual money value to every reader. In addition to those already mentioned, here are a few more:

Splendid Christmas Prospects—More than 35 Canadian retailers contributed to this single article. Every province in the Dominion is represented, and there is told in considerable detail the fact that the past ten months have been particularly bright ones so far as business is concerned and the future is pointed to with splendid assurance. Prospects everywhere are bright for a big Fall and Christmas trade. Not only that, but these retailers tell how last year they increased their Christmas trade by adopting out-of-the-ordinary methods. That this article will be a particularly valuable one can readily be observed.

A Provision Department That Sells—Here is an article dealing with one of the largest Provision Departments in the country. It was recently fitted up with handsome new fixtures and arranged so that the salesmen and salesladies would be in a position to serve the greatest number of people in the least possible time. A full description of this provision department is included in the article as well as views of the various counters. The article shows how the sales of cured and cooked meats, as well as fresh meats have been increased, and also how business in the fish department is gone after. It all demonstrates the fact that there is money in auxiliary departments to groceries if the business is gone after in the proper way. It also shows that during a time when business might be considered below the mark the turnover can be increased by the addition of rightly operated departments.

Selling Methods of a British Columbia Dealer—Two splendid views of store interiors are shown in this article which comes from the Pacific Coast. Methods adopted to get after business are presented. How the clerks are urged to use salesmanship methods in every possible way is shown. This article is a particularly splendid one from the standpoint of making extra sales and it should be read by every dealer.

Price Comparison Table—This is a table showing prices of some 20 or 30 staple foodstuffs, extending over a period of 25 years. This table presents the ups and downs in these staple lines during that period on a particular date each year. All figures were taken from the files of Canadian Grocer, as market reports have been a feature of this paper ever since it was established almost 30 years ago. The table will present many surprises, particularly when it is considered that this is a war year.

The illustrations that will appear in the Fall Campaign Number are among the brightest and best we have ever assembled. The Fall Number will be a big illustrated edition compiled almost entirely through the co-operation of our many readers. Its advantageous character is therefore self-evident.

Toronto, Oct. 14, 1915.

THE EDITOR.



You will like this
kind of
bread

because it is made with
this kind of raisins



Are You Getting Your Share?

of the increased demand for *raisin bread* and *package raisins* which has been created by our nation-wide advertising campaign on California Raisin Bread, made with Sun-Maid Raisins?

If you are, there is more to come.

If you are not, do not delay another day to reap the benefits of it.

What we have done for the raisin bread and general raisin business is only the first part of what we are going to do. We have planned other full pages in the Saturday Evening Post and the Ladies' Home Journal.

We are making millions of mouths water for Sun-Maid Raisins, and the goodies that are made of them. We are giving raisins a new importance in the minds of the American people. They are ceasing to be merely an incidental detail of your business.

You are bound to be helped by this campaign boosting raisins, whether you handle the Sun-Maid kind or not; but you cannot expect to get the full results possible for yourself unless you identify yourself at once with us and our product—the first raisin to be nationally advertised.

How to Do It

Let us tell you what this means, to you and to us. Let us tell you how we help *our* business by helping *yours*, and how we help your business by helping *ours*. Send for the full particulars of our plan of co-operation. Thousands of grocers all over the country are benefiting by it. You should be one of them.

Send us the attached coupon at once so that you may begin to make extra profits at once.

CALIFORNIA ASSOCIATED RAISIN CO.

Home Office, Fresno, California
Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (74)

Name

Street

City

Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/2's and 1/4's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each, 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 00
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)	
St. Charles Brand, small each, 4 doz.	2 00
Peerless Brand, small, each, 4 doz.	2 00
St. Charles Brand, Family, each, 4 doz.	3 90
Peerless Brand, Family, each, 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE. WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.	
1 lb. tins, 4 doz. to case, weight 50 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
--	------

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 26
--	------

MOJA.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.

MELAGAMA COFFEE.

Ret.	Whol.
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb caddies. Coffees packed in 30, 60 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)

M. Bean or Gr.	0 38
I. Bean or Gr.	0 35
N. Bean or Gr.	0 32
T. Bean or Gr.	0 30
O. Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 25
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

Per doz.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10.	7 50
Gallons, each, retail each \$18.	14 50

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/2s, \$1.90.	
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.75.	

OVAL **Apple** Picking **Baskets**

Half bush. and $\frac{3}{4}$ bush.

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Cranberries
Sweet Potatoes
Tokay Grapes
California Pears
Western
Boxed Apples

Oysters, Haddies, Kippers,
Digby Herrings, Fillets.
Fresh Halibut, Trout, etc.

White & Co., Limited
Wholesale Fruit and Fish
TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.
MacLean Publishing Co.
Technical Book Department
143-153 University Avenue, Toronto

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.
OWEN SOUND, ONT.

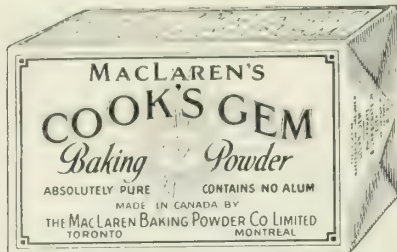
New
Messina
Lemons
Due November 1st
Order ahead these brands:

"St. Nicholas"
"Queen City"
"Puck"
"Kicking"

They will be among the first arrivals.

J. J. McCabe
Agent
TORONTO

The new and better Baking Powder



Not an experiment, but the result of scientific research covering a number of years. If you would handle a reliable powder that makes and holds customers, get in touch with us.

STRENGTH and PURITY MacLaren Baking Powder Company, Limited

41-45 Lombard Street
TORONTO

COIN PURSES

(Our new penny piece)

NIGHT STICKS WHISTLES FLEXIBLE STICKS CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

Sliced Smoked Beef, glass, $\frac{1}{4}$ s, \$1.25; $\frac{1}{2}$ s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, $\frac{1}{4}$ s, \$1.20.
Ham and Veal, $\frac{1}{4}$ s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, $\frac{1}{4}$ s, 60c; $\frac{1}{2}$ s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, $\frac{1}{4}$ s, \$1.25.
Ox Tongues, tins, $\frac{1}{4}$ s, \$2.40; 1s, \$5.00; $\frac{1}{2}$ s, \$8; 2s, \$10.
Ox Tongues, Glass, $\frac{1}{4}$ s, \$3.75; 2s, \$12.
Mince meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., $7\frac{1}{2}$ c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter—Glass Jars, $\frac{1}{4}$, 95c; $\frac{1}{2}$, \$1.40; 1, \$1.85.
50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals 50c doz.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals 50c doz.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
Individuals 50c doz.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
Spaghetti with Tomato and Cheese, 1s, \$1.30 a doz.
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.
BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs. 5 50
Neptune 7 00
San Rival 8 00
VICHY LEMONADE.
La Savoureuse, 50 btles., cs. 8 00
NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. \$9 00
IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6 doz., splits, doz. 0 95
Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95
BLACK TEAS.
Victoria Blend, 50 and 30-lb. tins, lb. 0 38
Princess Blend, 50 and 30-lb. tins, lb. 0 35
JAPAN TEAS.
H. L., ch., 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30
COFFEES.
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MALT EXTRACT.
Miller of Milwaukee, cs. 2 doz., cs. 4 25
Miller of Milwaukee, brl. 8 doz., brl. 16 20
BOAR'S HEAD LARD COMPOUND.
N. K. FAIRBANK CO., LTD.
Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 5 lbs., 12 to case .. 0 11½

Cases, 3 lbs., 20 to case .. 0 11½
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins
D. S. F., $\frac{1}{4}$ -lb. \$ 1 00
D. S. F., $\frac{1}{2}$ -lb. 2 90
D. S. F., 1-lb. 5 70
F. D., $\frac{1}{4}$ -lb. 0 95
Per jar
Durham, 4-lb. jar 0 98
Durham, 1-lb. jar 0 31

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price.

SPICES.

WHITE SWAN SPICES AND CEREALS, TORONTO.

	Dredge	Canister 4oz.	Round Pkgs.
Allspice	\$0.90	\$0.90
Arrowroot, 4 oz. tins, 85c.		
Cayenne	0.90	0.90
Celery Salt		
Celery Pepper		
Cinnamon	0.90	0.90
Cinnamon, 1 oz. Fag-ots, 45c.		
Cloves	0.90	0.90
Curry Powder		
Mace		
Nutmegs	0.90	
"Whole, 5c. Pkgs., 45c.		
Paprika	0.90	
Pepper, Black	0.90	0.90
Pepper, White	1.10	1.10
Pastry Spice	0.90	0.90
Pickling Spice (Wine-dow front)		0.75
Dozens to case	4	4
Shipping weight, per case	10 lbs.	17 lbs.

WHITE SWAN LYE.

Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS.

Laundry Starches—
Boxes, Cents
40 lbs., Canada Laundry .. .06½
40 lbs., boxes Canada white gloss, 1 lb. pkg.06½
48 lbs. No. 1 white or blue, 4 lb. cartons07½
48 lbs. No. 1 white or blue, 3 lb. cartons07½
100 lbs., kegs, No. 1 white06½
200 lbs., bbls., No. 1 white06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07½
48 lbs. silver gloss, in 6-lb. tin canisters08½
36 lbs., silver gloss, 6-lb. draw lid boxes08½
100 lbs., kegs, silver gloss, large crystals07½
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½
40 lbs., Benson's Enamel (cold water), per case ... 3 00
20 lbs., Benson's Enamel (cold water), per case ... 1 50
Celluloid—boxes containing 45 cartons, per case 3 00
Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn07½
40 lbs. Canada pure corn starch06½
(120-lb. boxes ¼c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs.06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs.07½
Barrels, 200 lbs.06½
Kegs, 100 lbs.06½
Lilly White Gloss—
1-lb. fancy carton cases 30 lbs.07½
8 in case06

In buying **KETCHUP**

remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited
ST. CATHARINES

Three Good Selling Lines **SWEET POTATOES**

Extra fancy, clean stock—absolutely sound. Put up in double-headed barrels and hampers.

CRANBERRIES

Cape Cod, Early Blacks—very fine quality. Prices now are lower. Let us quote you.

SPANISH ONIONS

Extra fancy, hard winter stock. Every onion firm and clean. Large cases, half cases and crates. Send along your orders and let us demonstrate that there is really something in it when we advertise as

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH

and

NORTH BAY



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

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2500 to 3000

BUSHEL OF POTATOES

for sale at 30 cents per bushel. Sacked.

F.O.B. Edmonton

A. M. TARRABAIN & BRO.

9943-5 Whyte Ave. E. Edmonton, Alta.

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Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—HONEY, CHOICEST WHITE, in handsome pails. Bradfield, Dunnville, Ontario.

FOR SALE. ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

WANTED

AN EXPERIENCED SALES MANAGER WITH wide traveling experience proposes commencing as manufacturers' agent in Montreal. Firms desiring representation in this city or Province Quebec, please reply. Commission basis only. Only those capable of handling large business with wholesale and for retail trade desired. Box XYZ, Canadian Grocer, Montreal. (8-15)

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 50% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll

Ontario

EGG FILLERS

Our capacity is three times the total filler requirements of Canada
PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO

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Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

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Dorchester, Mass.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.

143-153 University Ave., Toronto

The Meat of the Cocoanut

Editor Huston in another page tells you something of the good things he has to offer in the Editorial, News and Sales Promotion Section of our big Fall Number—and every ambitious grocer and clerk will find these pages full of valuable information and inspiration.

BUT

we, of the advertising department, want to advise you that, judging from the copy already at hand, the real meat of the cocoanut will be found in the Advertising Section.

The livest and best manufacturers and wholesalers serving the Canadian trade present their Fall and Christmas goods offerings in this issue. No progressive retailer but will find information, both re buying and selling, that he can turn to his financial advantage.

Watch for this issue; when it arrives read it from cover to cover; hang it up at your elbow where you can consult it every day. It will pay you handsome dividends, both buying and selling.

THE MANAGER.



Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

Connors Bros., Limited

Black's Harbor, N.B.



A trial is all that is necessary

to convince you of the easy selling qualities of Wonderful Soap.

To housewives everywhere it gives that satisfactory service which brings them back for more of the soap in the neat red label.

A little display of this popular cleanser will mean much to you in building up increased business and profits.

Stock up to-day.

Guelph Soap Company
GUELPH, ONT.

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.—
Galveston News.

IT'S POPULAR

Those who use
MAPLEINE

like it—it fills a want.
How is your stock?


Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



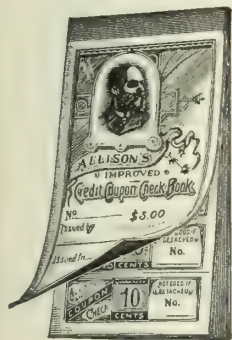
OAKLEY'S KNIFE POLISH
2010-2012

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

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Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping.

THEREFORE
SAVE MONEY.

Write Your Jobber or
ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.

The Most Information The Most Entertainment —and all Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Tryst," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and our *Review of Reviews Department*, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting, published the world over.

Special Offer—To new subscribers only. In order to introduce MacLean's Magazine into homes where it is not now read, we are giving the magazine for eighteen months for price of twelve—see coupon below.

MACLEAN'S MAGAZINE

THE MACLEAN PUBLISHING
CO., Limited

143-153 University Ave., Toronto, Ont.

A
Special
Offer to You.

MacLean Publishing
Co., Ltd.

Dear Sirs:

Enter me as a subscriber
to MacLean's Magazine
for eighteen months, start-
ing with your October num-
ber, and on receipt of invoice
I will remit \$2.00.

Name

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WHY LOSE CUSTOMERS?



SOME people—a few from choice and others from necessity—insist upon something “Cheap.” Invariably the result is that they are dissatisfied with the grocer who sold them, or disgusted with prepared food. But sell them a “VICTORIA” product and they become permanent and profitable customers.

“Quality” has ever been the foremost consideration in everything that bears a “VICTORIA” label.

Convince yourself by requesting on your letterhead a sample of “VICTORIA” Red Sockeye Salmon.

Why not do it to-day?



LAPORTE, MARTIN, LIMITÉE
584 St. Paul St. West, - Montreal





Filled in 9 Seconds—No Miscounts
—Your Ad is on Each Tray

¶ To empty, simply invert the Carrier, slide the wire bail—the eggs are on the Tray—and unbroken.

¶ One other thought, your Ad on the inside of the Tray will prove one of the most profitable investments you ever made.

THE STAR SYSTEM

4 Doz. Star Egg Carriers
5 M Star Egg Trays—printed
1 package Divisions

FOR EACH WAGON

¶ Eliminates egg breakage and lost profits. Write to-day for booklet describing fully the STAR System.

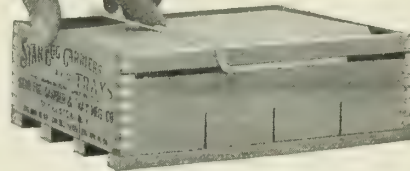
One Broken Egg Means the Profit Is Lost on a Dozen.

¶ And that isn't the worst feature—for too often it means the loss of a customer.

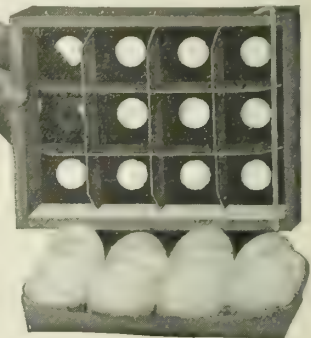
¶ There is one correct and profitable method of Egg Handling and that is—without breakage—through the use of **The STAR System for Safe Egg Handling.**

¶ The Carrier illustrated is the unit of the System—a well built wooden case provided with substantial and moisture proof divisions.

¶ Filled in 9 seconds, and there is never a miscount, Twelve eggs to every dozen—no more. A heavy cardboard Tray covers the eggs and the wire bail holds it in place.



The Wire Bail Holds the Tray



Emptied Instantly and
No Broken Eggs

STAR EGG CARRIER & TRAY MFG. CO. 1500 JAY STREET
ROCHESTER, N. Y.

ABOUT FLAVORING EXTRACTS

THE DOMINION GOVERNMENT SOME TIME AGO ADOPTED STANDARDS GOVERNING THE MANUFACTURE OF "PURE" FLAVORING EXTRACTS.

WHEN THESE STANDARDS WERE PUBLISHED THEY WERE FOUND TO BE **BELOW** THE STANDARD THAT HAD BEEN PREVIOUSLY ADOPTED AND STRICTLY ADHERED TO BY THE MANUFACTURERS OF

Gold Standard FLAVORING EXTRACTS

OUR VANILLA IS, AND HAS ALWAYS BEEN, NEARLY DOUBLE THE STRENGTH SPECIFIED BY LAW. IF "THE BEST" IS GOOD ENOUGH FOR YOU, LET US HAVE YOUR NEXT ORDER.

THE CODVILLE COMPANY, LIMITED

WINNIPEG

BRANDON

SASKATOON

MOOSE JAW



Put "snap" into your Jam sales by featuring the "Banner Brand Line"



That superior appetizing goodness which has made Banner Brand Jams and Jellies the leaders in their line, is the result of using the finest, fresh, sun-ripened fruits and pure cane sugar.

The "Banner" Line appeals strongly to the discriminating housewife, and invariably means repeat orders for the dealer.

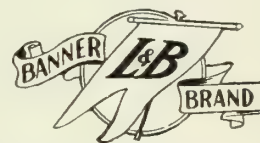
If you have not yet given the popular Banner Brand Goods a trial you should do so now.

A trial order has convinced other dealers. It will convince you also. Send an order to-day.

Lindners Limited

340 Dufferin St., Toronto

306 Ross Ave., Winnipeg



Six Years in Achieving

"OUR SEAL" BLEND

—the young smoker's delight

Six years of experimenting resulted in the new Tuckett blend of tobacco—"Our Seal"—which now has a year or so of wonderful success behind it.

Old and new smokers invariably dub it the "Prince of Tobacco blends" because of its harmoniously fragrant and smooth smoking quality—its rich mellow flavor.

The sale is now big and growing—Order from your wholesaler.

TUCKETT LIMITED

HAMILTON

CANADA



Every can of
"Aylmer" Brand
Jams contains
but one quality
—the best

And because of this, Aylmer Brand gives that unqualified satisfaction which makes of it everywhere a rapid moving and profitable stock to handle.

Aylmer Brand Jams are characterized by a deliciously appetizing and natural flavor which is obtained only by selecting the very best pick of the Season's fruit crop, and using nothing but the purest Cane Sugar for sweetening purposes.

The hermetically sealed airtight containers guarantee contents being absolutely fresh and pure—a fact which your customers will quickly appreciate.

Are you one of the many dealers handling Aylmer Brand Goods? If not, try them now.



Dominion Canners Limited

HAMILTON

ONTARIO

FEATURING — ANOTHER CO-OPERATIVE SCHEME

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, OCTOBER 22, 1915

No. 43

*The High
Standard of
Quality Established
for*



McLaren's

INVINCIBLE

Jelly Powders

will be absolutely maintained despite the increasing cost of materials. Under no circumstances will we permit our high standard of quality to be lowered.

Your customers appreciate McLaren's Invincible quality. It is good business for you to get behind a line

that takes so determined a stand for Quality.

Sell the Jelly Powders that are

Invincible in name.

Invincible in quality.

Invincible in customer-satisfaction.

Invincible in business-building.

McLARENS LIMITED

HAMILTON

WINNIPEG

The confidence of the Buying Public is what builds bigger business



And this confidence can only be gained by selling them goods of proven superiority.

You take no chances when you sell

Banner Brand Jams and Jellies

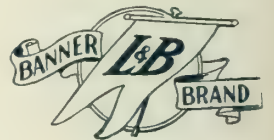
Containing nothing but the very purest ingredients, the Banner Line may safely be recommended to the most "hard-to-please" housewife in your community. The satisfaction thus given her will be such as to guarantee you her future patronage.

Send a trial order for "Banner" Brand Jams and Jellies to-day, and be convinced of their popularity.

Lindners Limited

BRAMPTON

ONTARIO



FAIRY SOAP



When you offer FAIRY SOAP to your customers you give them a real reason for trading with you, because it's the best toilet soap a nickel will buy. There's no way to make a purer, whiter, sweeter soap than FAIRY, and it's real soap that gives satisfaction down to the last thin wafer. You can always be sure of a steady sale for FAIRY, because it pleases.

THE N.K. FAIRBANK COMPANY
LIMITED MONTREAL

How You Profit By Selling



In Original Packages!

¶ This is not an attempt to tell you how to run your business.

¶ We do know, however, that in the long run, you will make money by handling sugar in sealed packages in comparison to bulk.

¶ When you sell LANTIC SUGAR in carton or bag, we guarantee you a satisfied customer, and you are connecting your store with the most popularly advertised sugar in Canada.

¶ LANTIC packages are an added attraction to your store.

¶ Displayed on shelves, they sell themselves.

¶ There is no chance for overweight or underweight. There is no time or labor wasted in handling packages as in bulk.

¶ You make a larger percentage of profit on LANTIC packages as compared to bulk sugar, as you should get $\frac{1}{2}$ c per pound per package more than you do for bulk sugar.

¶ Even if you have to sell packages at the same price as bulk sugar, you break even, provided that you figure that your time, cost of bag, twine and down-weight are included.

¶ When a customer orders LANTIC SUGAR in packages, she knows that she will get absolutely pure cane sugar, and a full 2 or 5 pounds of sugar—she takes no chances with quantity or quality.

¶ You handle sugar anyway—why not profit by selling LANTIC SUGAR in original packages?

Atlantic Sugar Refineries, Limited, Montreal



These are a few of the men engaged in putting up Thistle Brand fish — men who thoroughly understand the curing and packing of fish. Note the fine specimens of Haddies. These illustrate the excellent quality of fish packed under

THISTLE BRAND

The Thistle Co.'s packing plant is notably clean, sanitary and modern in every respect. The employees, both men and women, are thoroughly trained to their work and follow the most exacting rules of cleanliness.

These factors assure the quality of Thistle Brand goods.

SPECIALTIES:

Kippered Herring and Finnan Haddie

**THISTLE
BRAND**



**FOR
QUALITY**

Arthur P. Tippet & Co., Montreal

The Can with the Eagle Trade-Mark is Known in Every Corner of the Land



And every grocer who has investigated the selling qualities of Borden's "Eagle Brand" Milk declare it to be a popular, quick-selling line.

You can't afford to take chances experimenting with some new "best seller." Borden Quality has won the approval of housewives everywhere. The confidence that this quality creates, brings them back again and again, making the cash register ring repeatedly through repeat business.

If you are not already a Borden dealer try what a small stock of the reliable Eagle Brand line will do towards putting you on the road to bigger business.

Stock up to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

SUN-KIST SEEDED RAISINS

SUN-KIST Seeded Raisins are **NOT PACKED** by any association or combination of growers or packers like thousands of other brands are. They **ARE PACKED** by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the **WAY THEY SELL** but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. ASK THEM

CONCORD ANNING O.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the process

CONCORD ANNING O.

We ask the consumer kindly to write us if unsatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer. See to your stocks.

List of Agents:

R. S. McINDOE, Toronto.
WATSON & TRUESDALE, Winnipeg.
MARITIME FISH CORPORATION, LTD.,
Montreal.
W. A. SIMONDS, St. John, N.B.
H. C. JANION, Vancouver, B.C.

Tin Cans

Plain or Decorated

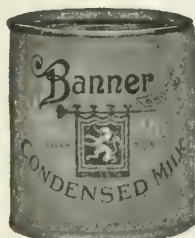
Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL .: HAMILTON



All Canada is Aglow with the Made-in-Canada Fever *How is it Affecting You?*

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.



*Once tried
Always in use*

“Canada First” condensed milk has been largely responsible for the very strong place condensed milk has gained in the home.

It is the milk from the healthiest and best breed of cows, kept under the most cleanly and sanitary conditions.

The milk is reduced to the thick syrup consistency and processed under conditions and by methods that ensure absolute purity and uniformity of quality.

Every household you get to try “Canada First” condensed milk will be on your list of steady customers.

Order a supply now, and start good extra business and profits coming your way.

Aylmer Condensed Milk Co.

LIMITED

HAMILTON, CANADA

**MADE IN
CANADA
FIRST - -
QUALITY**



Brushes for Every Household Use

"KEYSTONE" Bring the Customers

From shoe brushes to shaving brushes, through every other kind that can be used in the house.

But there is only one quality in all Keystone Brand Brushes, and that is the best we can make at the figure the kind that will bring customers back for more.

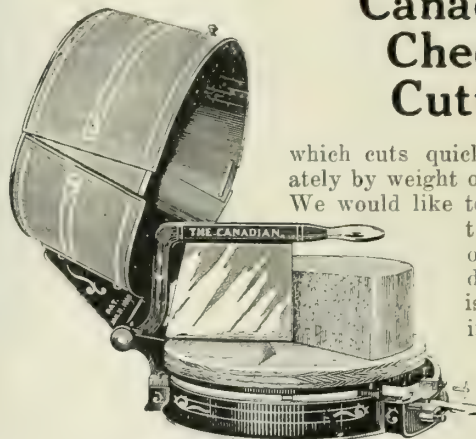
For prices, etc., write
Stevens-Hepner Co., Limited
 Port Elgin, Ont.

Get prices and information about the "Nugget Broom" and the rest of the famous Keystone Brand Brooms and Brushes.

You are losing money on your cheese sales

if you haven't got a reliable cutting machine. You can eliminate the risk of dissatisfying a customer and absolutely prevent loss through wastage, scraps, etc., by installing the

Canadian Cheese Cutter



which cuts quickly and accurately by weight or money value. We would like to show you all the advantages of the "Canadian." There is no obligation incurred. Ask us to-day.

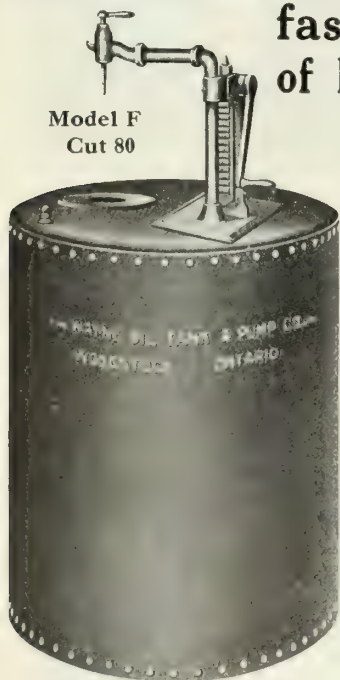
The CANADIAN Open

The Computing Cheese Cutter Co.

WINDSOR, ONT.

Don't let your profits trickle away through using an old-fashioned system of handling coal oil

Model F
Cut 80



Throw out that dirty old coal-oil barrel, clean up the muss on the floor, and start yourself on the way to larger profits by installing a

WAYNE Oil Tank

The Wayne measures exactly the correct amount of oil required. There is no slopping over, no waste, no dirty hands, floor, etc.

Write us to-day and we will give you full particulars of this up-to-date oil-measuring system.

It will mean a saving of many dollars to you.

The Wayne Oil Tank and Pump Co., Limited

WOODSTOCK, ONT.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

It always pays to handle goods that the public have confidence in



And Bee Brand specialties, Jelly Powder, Starch and Borax, have won the approval of housewives everywhere for sterling value.

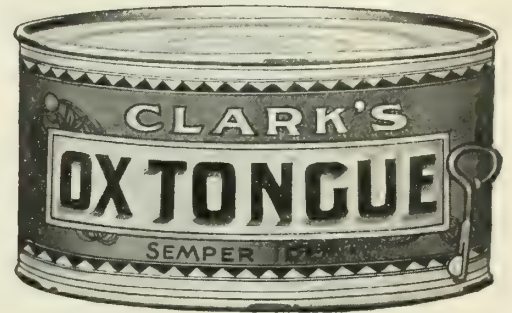
We have a profit-building plan which is sure to interest you.

Write us to-day and we will tell you all about our money-making proposition.

The Bee Starch Co., Montreal

Kindly mention this paper when writing to advertisers.

Seasonable Goods



W. Clark, Limited, Montreal

"Found" Business

THERE'S a world of difference between business you have to **make** and business that "just comes." While you need to use selling effort to dispose of many of the goods in your store—here's a widely-advertised line that practically sells itself. The mere display of

MENNEN'S TALCUMS

in your store is sufficient to effect sales. Mennen's Talcums require no pushing. The already created demand and the extensive advertising now going on, coupled with the sight of the goods themselves on your counter, are enough to sell these popular lines without any trouble on your part. Why not take advantage of the present advertising and make Mennen's Talcums a profitable line?

Here are the different varieties: Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men.

**Made in Canada by Gerhard Mennen
Chemical Co., Montreal, Que.**

**Selling Agents: Harold F. Ritchie & Co., Ltd.
TORONTO**

Freeman's Electrical

Made in Canada



**Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill**

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is **CENTURY**. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push **CENTURY SALT**. Put up in small, white cotton bags and 100-lb. sacks.

**Dominion Salt Co.,
Limited**
Sarnia, Ontario.



Libby's Food Products

are known in all parts of the world as delicacies of high quality, and unusual flavor.

Libby's foods are "put up" where the best foods attain perfection. That is why people insist on Libby's.

Libby, McNeill & Libby, Limited

GUELPH, ONT.



Selling Better Than Ever!

Before you place orders for Stove Gloss, remember that GIPSY is selling better than ever. The fact that it makes the stoves blacker and brighter than they ever were before, in half the time, and with half the labour, supplies the reason for the never-ending expansion in the trade for GIPSY.

NOW, more than ever, you **MUST** keep good stocks of

GIPSY

Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada



More Than Ever in a Class by Itself

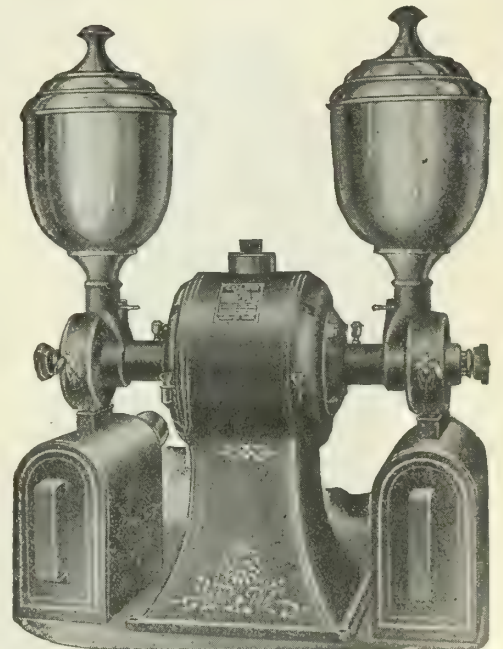
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Diamond Yellows

St. Lawrence

The prettiest yellow sugars made in Canada.

BARE FACTS ABOUT
THE

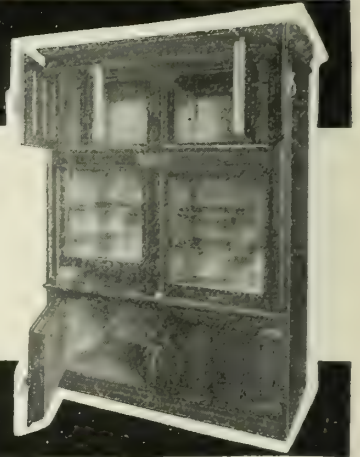
ARCTIC



It sells your goods and satisfies your patrons.

The Arctic Grocers' Refrigerator stands between you and your customers, guaranteeing absolute satisfaction all around. This refrigerator, one of our many styles, embodies the dry cold circulating air feature for which Arctic Refrigerators are noted. The supply of cold air is most liberal, the consumption of ice is the lowest.

Write for full particulars.



John Hillock & Co., Limited,
TORONTO

No. 20

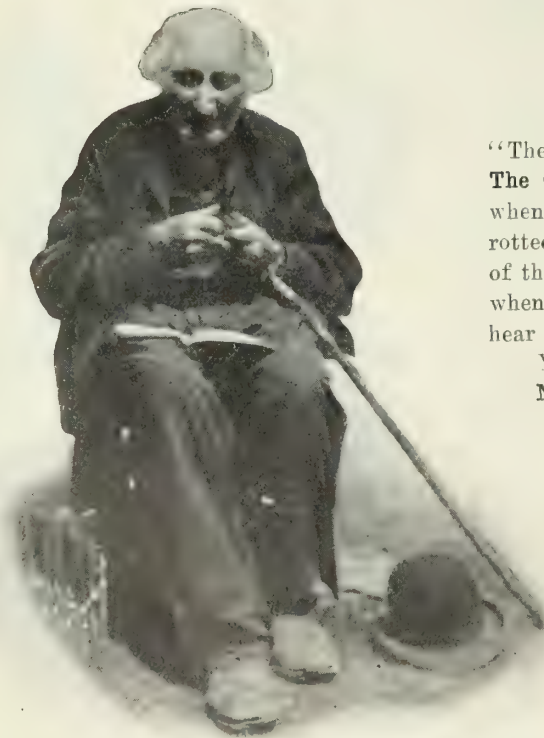
Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

Seven Miles of Charcoal

"There's a road in Western Ontario, down Woodstock way, they call **The Charcoal Road**. In the early days this was a corduroy road, but when it got bad they pulled up the logs and used heavy planks, which rotted in time, and these were piled in a heap the full seven miles length of the road and covered with earth. The wood was then set on fire, and when it smouldered out, the whole road was a solid mass of charcoal. I hear that to this day the black dust of the powdered charcoal still flies.

You'd need a chew of **King George Navy** to drive there, I'll bet."



King George's Navy, Mr. Grocer, is the friend-in-need of every tobacco user in town or country. Do you stock it?



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

Sweet Milk in Powder Form has been added to **AUNT JEMIMA'S PANCAKE FLOUR**

We have added Powdered Sweet Milk to the formula, so that now to make the best cakes in the world, the housewife just adds cold water to Aunt Jemima's Pancake Flour.

Think of what she saves in the cost of milk?

Remember, the Powdered Milk in Aunt Jemima's Pancake Flour is a big feature, full of meaning to the women.

Aunt Jemima's with the Powdered Milk will sell like "hot cakes."

See that your stock is right.

Don't forget Aunt
Jemima's Buckwheat
Flour.

It also contains
Powdered Milk now.



If you would like to have the funny Aunt Jemima Rag Dolls for your children, write me on one of your letterheads, and it will give me pleasure to send a set of four with the compliments of our company.

ROBERT R. CLARK, Pres

Aunt Jemima Mills Company, St. Joseph, Missouri

Wagstaffe's Quality Counts



20-8-15

France

1st R. L. L. 2559

6 Coy

First Fifth Co. at Warwickshire
Regiment
British Expeditionary Force

Messrs Wagstaffe, Limited.

Dear Sirs,

Just a few lines to let you know how surprised I am to find your jam right out here in the trenches and at the same time, I should like you to know how greatly it is appreciated by our boys, all say it's simply great, the very best we have had so far, and I should think we have had some from almost every jam factory there is under the sun.

As you will be aware, I am an old hand from your factory in Hamilton, and as far as I am aware, two of my brothers are still employed by you, so am able to tell my pals just what your place is really like.

At present I am cook of the Officers Mess being rather an expert in that capacity, and from what I gather they prefer your jam to any in the Mess.

(Continued on next page)

Wagstaffe's Quality Counts

The first sample of your jam we had, was black currant the label of which I am enclosing thinking you would like it as a souvenir from the actual firing line. Am now in France after about five months in the firing line in Belgium.

Will you kindly remember me to those of my old work mates who are still with you.

Wishing you still greater success,
with kindest regards,

Yours sincerely,
R. Lapington.

The undersigned would also like you to accept their appreciation.

Cpl J. D. Aikin C Coy.
Cpl F. E. Pollard C Coy. L/Cpl Collins C Coy.
J. H. Foley CSM Cpl. R. Thompson C Coy.
Sergeant J. Palmer.
L/Sergeant J. Satchwell C Coy.
Pte J. Whitehouse M. F. H. Chatter.
Pte H. Whitehouse.

Wagstaffe, Limited, Hamilton, Ontario

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

**MACKENZIE & MORRIS
LIMITED
BROKERS**

Groceries, Provisions and
Produce

C.P.R. Building, TORONTO

**W. G. A. LAMBE & CO.
TORONTO**

Established 1885

SUGARS FRUITS

**W. G. PATRICK & CO.
Limited**

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR
**White Beans
and
Evaporated
Apples**

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone

HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C. 5th edition and private.

QUEBEC.

**W. J. McAULEY
Commission Broker**

Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

**GEORGE E. MEASAM
COMMISSION MERCHANT**

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. Box 1721.
Edmonton - - - - - Alberta

**H. P. PENNOCK & CO.,
Limited**

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

**WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.**

Domestic and Foreign Agencies
Solicited.

One Inch Space
\$1.00 Per Issue
on Yearly Order.

**W. H. Escott Co.,
LIMITED**

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

When writing
to advertisers
kindly mention
this paper

NOTICE TO MANUFACTURERS of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast. If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers
Office and Warehouse : 309-311 King St. West, Toronto

MARTIN-SENOUR PAINTS AND VARNISHES

Made in Canada But Sold on Merit

in your paint department,
Mr. General Merchant, will
bring more business to your
whole store

¶ The merchant who secures the exclusive agency in his town or community for Martin-Senour Paints and Varnishes will increase his sales on all other lines of merchandise he handles from the prestige he will establish and from the increased number of customers who will be attracted to his store.



¶ If you are devoting a space in your store to Paints and Varnishes, why not give this space to the Martin-Senour Products, which are so well known for their unsurpassed quality and which are so well advertised that they are the easiest and most profitable to sell?

¶ Not the least interesting feature of the Martin-Senour exclusive agency, is the extensive Advertising and Sales Promotion Campaign especially arranged to aid our Dealer Agents. It comprises effective ideas in interior and exterior display, mailing campaigns, follow-up systems. In fact, nothing left undone to boost your sales.

¶ Our message of quality and value in Martin-Senour Products reaches nearly every possible user in Canada through the mediums of the largely circulated daily and weekly press, magazines, farm and religious journals, etc.

¶ Mr. Dealer, just consider whether you would rather have this quality and service working **for** you or **against** you.

¶ No better time than now to drop a line for our Proposition.

The **MARTIN-SENOUR Co.**

LIMITED

PRODUCERS OF PAINTS AND VARNISHES

CHICAGO
HALIFAX

MONTREAL
• LINCOLN •

WINNIPEG
TORONTO

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Halifax - N.S.



Don't Guess

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

**CARR & CO. CARLISLE
ENGLAND**

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



because it largely consists of the rich, full-bodied Assam Indian Teas.

Help Your Customers Get the Benefit of This Important Change

Pick up any CANE wash board. Feel how strong, durable and well made it is. Notice the extra quality of material—the best Belgian zinc for the metal work, the choicest selected Canadian white wood for the woodwork. You'll quickly acknowledge it the most dependable wash board on the market—the best buy for your customers.

But change the zinc plate to ALUMINUM and you'll have the finest, most serviceable wash board the world has produced.

That sums up fully the change in CANE Wash Boards you can now offer your customers—and without cost.

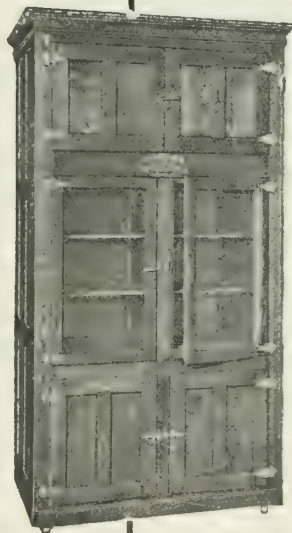
War has raised the price of zinc to such an extent as to soon make it too costly for the manufacture of wash boards. We have therefore placed our factory in a position to equip our standard brands of wash boards with Aluminum instead of zinc face to any who desire them—WITHOUT ADDITIONAL COST.

Of course aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Easier to keep clean and its brighter appearance makes it an article that will sell easier.

Just tell your customers you are in a position to supply at their request, the well-known CANE models with aluminum instead of zinc face. Point out to them the extra advantages. They're sure to appreciate them at once. Speak to them to day and write us for trial shipment.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

"Eureka"—a name that means much to Dealers who know



Everything that makes for the better display and preservation of your goods is a help towards bigger business. If you are handicapped with a poor refrigerator your goods are not the trade attractors they would be if you used the Eureka.

Don't lag behind in these days of keen competition. Install the Eureka Refrigerator and note the marked difference in your sales.

The Eureka will pay for itself many times over in increased business and better service.

Ask us to send you full particulars regarding this money-maker.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Robinson's "Patent" Groats

—the sales-building cereal food

Besides being an unequalled food for the building up and nourishing of mothers, infants and invalids, Robinson's "Patent" Groats is also a sales-building cereal food of more than ordinary merit—it has an all-

year-round call and is especially in demand throughout the Winter months.

Order a supply of Robinson's "Patent" Groats to-day from your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

Dr. Cassell's Tablets Will Do Wonders to Straighten Up Your Customers' Disordered Nerves and Build Up a Profitable Business for You

"Nerves" is a common ailment these days, but there is a reliable remedy in Dr. Cassell's which will prove a great blessing to numbers of your customers.

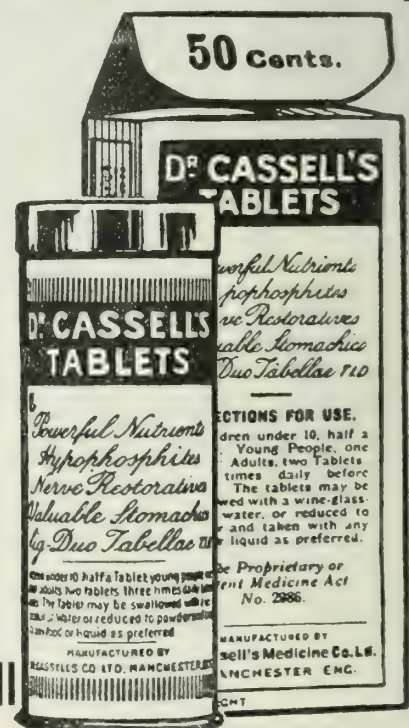
Give them a prominent display space on your counter, attract attention, makes sales, and 50 per cent. profit for yourself.

Dr. Cassell's has a 30 years' record of merit in the "Old Country"—Now we want Canada to know of their sterling merits — therefore our \$60,000 newspaper publicity campaign.

Send a small trial order. Get it on display and prove its selling qualities for yourself.

Dr. Cassell's Medicine Co., Ltd., Manchester, Eng.

Agents for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto



CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 22, 1915

No. 43

National Supply Company's Methods

Another Windsor, Ont., Concern Which Goes After Mail Order Business All Over Canada -- Appoints Agents and Sells Them Outfits—Some Ridiculously Low Prices if Goods Are Up to Standard—Insinuation Re Large Alleged Retailers' Profits.

A READER has forwarded to Canadian Grocer a quantity of literature dealing with a firm known as The National Supply Co., of Windsor, Ont. This according to the literature is a separate concern from the Co-operative Union of Windsor, dealt with in these columns not long ago. It looks as if the woods around Windsor must be full of this kind of concern.

While the National Supply Co. points out that it is in no way connected with any other firm operating in Windsor, yet the methods of operation are in some ways similar to those adopted by the Co-operative Union. This company was established in 1911, and according to its letter head is "The largest grocery house operating on this plan in the Dominion." It also calls itself "The Agents' Wholesale Supply House of Canada."

The National Supply Co. does not go after business direct from each individual consumer. Rather it appoints agents in different localities and supplies these agents with catalogues, the prices in which are submitted to the prospective customer. The circular letter that is sent to agents who make enquiries points out very encouragingly that the agent can earn all the way from \$2 to \$5 daily, depending on how much time is devoted to the work. "It may be," it adds, "that you are now employed and wish to make a little extra money by working a few hours in your spare time. If so this is your opportunity. Remember we are an old established house." If a concern which was established in 1911 can call itself an "old" established house, what, we would like to know, is a "new" established one?

Another statement reads to effect that they are proud to state that they have not made a single advance in their prices, nor do they intend to "during the coming year." Just what the coming year refers to is not clear, as the circular was

not dated. As explanation of why there shall be no advances the following is to be noted: "Our arrangements with our distributors secure us in every way." Why is it that the legitimate retailer or wholesaler cannot be secured in this way the same as the National Supply Co? Can for instance this concern which the literature shows is offering standard granulated sugar for 4 cents a pound, purchase this sugar in order to

make a profit? The retailer to-day is paying \$6.05 per cwt. Montreal basis, so it would be exceedingly interesting to know where it can be secured to sell at four cents a pound.

The agent's application form reads as follows:—

"The National Supply Company,
Windsor, Ontario.

"Gentlemen:—

"I hereby make application for the agency for your complete line of groceries, meats, etc., and enclose herewith the sum of \$5 for which you will ship to my address one sample order No. 1 as described in circular enclosed with this application.

"It is also agreed that your agents' free canvassing and mail order outfits shall be included with this order, same to consist of catalogues, circulars for mailing to customers, envelopes, order sheets, etc., which I agree to use in securing customers.

"It is also agreed and fully understood that no goods shall be shipped to my customers unless the orders come through me as agent.

"It is also agreed that I shall keep for my services a commission of 20 per cent. on all sales (that is 20 cents of each dollar sale made by me), for example, if I get an order for \$5, I shall keep \$1 for my work, etc.

"It is also agreed that my customers shall have the full benefit of your special prepaid freight offer (which applies to any part of the Dominion) no matter where it is.

"It is especially agreed that all goods shipped to my customers shall be exactly as represented or they may be returned at the company's expense and all money refunded."

Information for the Agents

Here is one illuminating statement as regards their location:

A SAMPLE ORDER

	Average Retail Price	Our Price
1 Large Can of Salmon ...	\$.25	\$.15
1 Box of 2 in 1 Nugget Shoe Polish10	.05
5 Pound Package of Rolled Oats (fresh cut)25	.18
1 Pound of our Bended Tea (high grade) black or green60	.45
1 Pound of our Second Grade Tea (very fine)...	.50	.33
1 Pound of our Fully Guar- anteed Baking Powder...	.50	.40
10 Pounds of Redpath's best Granulated Sugar75	.40
1 Box of Complexion Soap, whitens the skin (3 cakes)75	.50
1 Pound of our own (Moka) fresh Roast Coffee45	.35
½ Pound of fresh (triple strength) Mustard25	.20
8 Bars of Laundry Soap40	.25
1 Bottle of Lemon Essence, flavoring, extra strength	.35	.20
1 Large Bottle of Essence Vanilla, extra strength.	.35	.20
½ Pound of English Break- fast Cocoa25	.20
1 Box of Velvet Skin Talcum Powder, large box50	.40
½ Pound of Fresh Shredded Coconut, long shreds...	.25	.20
1 Can of Old Dutch Cleanser	.10	.06
½ Pound of Ground Black Pepper, triple strength.	.25	.20
1 Pound package of Baking Soda, salaratus10	.07
1 Patent Egg Separator (separates the white from the yolk)10	.05
1 Large Box, 2½ pounds, Soda Biscuits, fresh...	.25	.17

The average retail price if
bought in stores\$7.20
The price at which we sell 5.00
The difference between the
old system and our plan \$2.30

Note the scarcity of branded goods in this list

"There are quite a large number of mail order houses in Windsor, in fact we believe more than in any city its size in the Dominion. This is mostly due to the fact that this is one of the best locations for this business in the Dominion, as we are just across the river from Detroit, Mich., one of the largest American markets, and we get quite a few supplies from there ourselves. Another reason is that we have the principal railroads of Canada and also shipping facilities by water being connected with almost all points in the Dominion, these advantages enable us to make prompt shipments and give our customers the benefit of our special offer of prepaid freight shipments, which applies to every province of the Dominion."

The circular then goes on to read as follows:

"You will have people ask why can your firm sell lower than merchants? They will tell you that we cannot do so. We will give you a few instances where we almost save one-half the expense of the local merchants and you know that all expenses must come out of the customers. First of all we have arrangements with different distributors to pack and ship all orders received from our agents so that when we get your orders we merely turn them over to one of our

shippers and they take care of them promptly—this cuts out the expense of high rents, clerk hire, insurance, electric light bills, delivery wagons, to say nothing of the expense of packers and shippers which would amount to thousands of dollars yearly. We do not employ traveling salesmen as our agents do this work and by having men in the different localities, traveling expenses are also eliminated."

Does Retailer Make 31% Gross Profit?

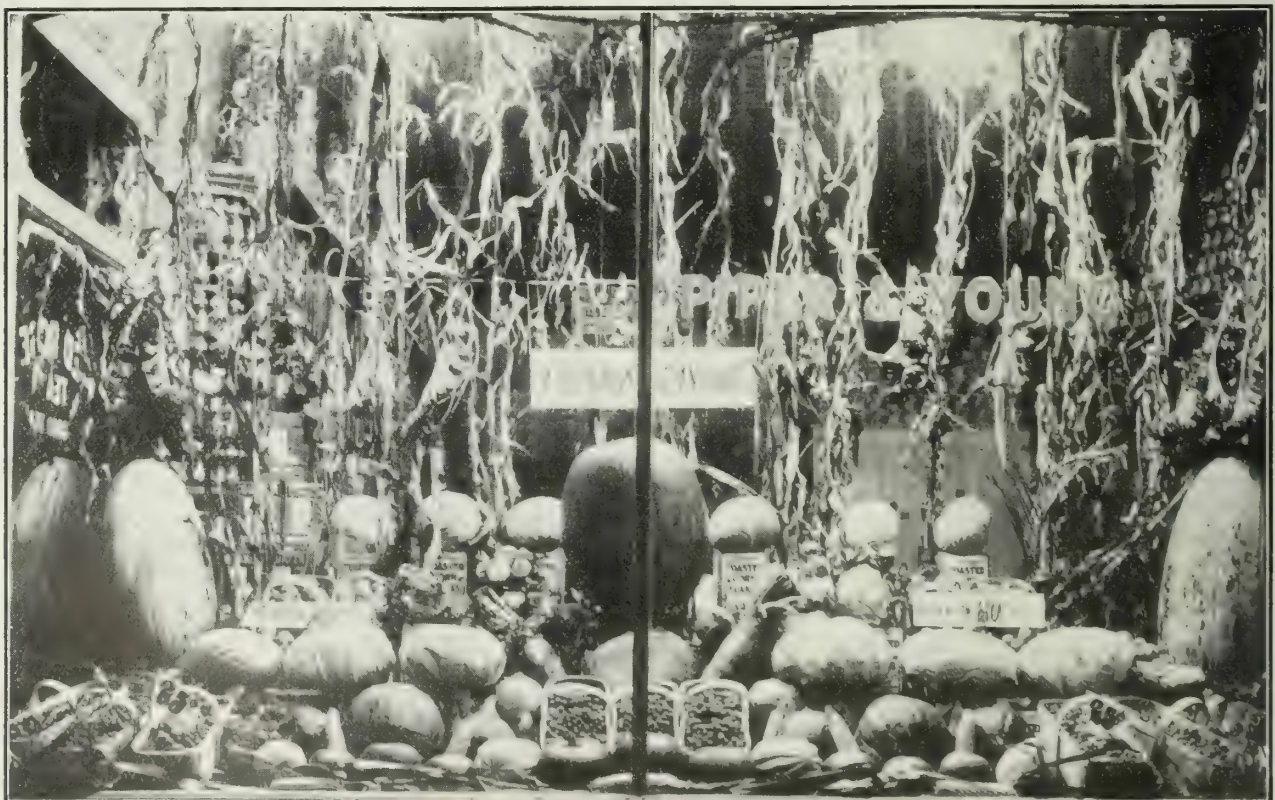
Before we go any further let us take a look at the sample order as shown in the panel herewith. This points out that the average retail price of the entire assortment is \$7.30 whereas the National Supply Co. charge only \$5, making a difference of \$2.30 more to be paid to the retailer. Can this argument about the retailer's expenses stand the light of analysis? It will be seen that \$2.30 is more than 31 per cent. of \$7.30. Any one who understands anything about the retail grocery business knows that no no grocer makes a gross profit percentage of 31 per cent. on his selling price. It costs him anywhere from 14 to 18 per cent. to do business and in some cases, though not many, he may make an extra 4 to 6 per cent. clear profit on his turnover. At the most the total gross per-

centage would not be more than 20 or 22. In the majority of cases it would be less. It is safe to assume that the National Supply Co. is not running its business without paying salaries to its active officials. In a retail grocery business, salaries amount to anywhere from 7 to 8 or even 10 or 11 per cent. of the turnover, and are therefore the biggest item of expense in operating the business. When all these things are taken into consideration, it seems a mystery how any concern can sell goods at such prices and continue in the business, even considering the fact that the goods are sent direct from manufacturer to consumer as alleged in the literature. Every retailer knows that the sugar firm mentioned as well as the other specifically named firms will not send goods in this way. They value the distribution facilities of the retailer too highly for this. Quality, of course, always is a factor in price.

The retailer should, too, realize that service is practically lacking in the methods of this supply company. The consumer has got to wait for his goods for one thing, while the order travels to its destination and the goods are returned. Neither has the consumer the selection that he gets in the well stocked store of the retailer. He has to take whatever

(Continued on page 39.)

A Display That Sold the Goods



An exceedingly attractive Thanksgiving display shown by Piper & Young, Oshawa, Ont. The first night this trim was in everything in the window was ordered, and many people, who heard about it, came down town to see it. This could be easily transformed into a fine Halloween display by substitution of a few "lantern" pumpkins for the squash and cabbage. Would also make splendid "Harvest Home" trim.



This clever Thanksgiving window was shown in the A. K. Roesch store, Waterloo, Ont. With a few slight changes this can be changed into a splendid Hallowe'en or Harvest Home display. It was dressed by Harry O. Planz and Lloyd Fenner.

USE THIS FOR HALLOWE'EN

IN response to the request of Canadian Grocer for pictures of Thanksgiving windows, one has been received from Harry O. Planz, salesman for A. K. Roesch, Waterloo, Ont. This display is shown herewith, and it will be seen it is an exceedingly attractive one. In describing it Mr. Planz says: "At the foot of the window are bottles of meat sauce, gelatine, peanut butter and pepper sauce. On the next step are cobs of prize corn grown by one of our gardeners, also cabbage and evaporated cranberries. For the background we used oats put up in pillar style, and on top of these you will see two large squash which weigh no less than 63 lbs. each. The centre of the picture, which reads, 'Thanksgiving Suggestions,' is made entirely of cranberries. In front of this card you will notice a few extra large cabbage weighing 14 and 15 lbs. each, also sweet potatoes, which were sold out in a short time. A second lot had to be ordered before the end of the week. Fresh cranberries can be seen in a glass jar in front of the sweet potatoes. Also turnips and beets were used throughout the window. The white spots in the window are small Christmas tree electric lights of red, green, purple, blue, yellow and white colored, which greatly attracted attention. On either side of the window are placed two ferns, which also added to the color effect. The floor of the window is of yellow satin, which makes a very pleasing color scheme."

Mr. Planz was assisted by Lloyd Fenner, both of whom call themselves amateurs at window display work. Readers, however, will readily see that here is a particularly fine trim.

As Thanksgiving is over, this display should come in very handy as a Hallowe'en suggestion by the addition of a few pumpkins cut out to suit the occasion.

Farmer-Merchant's Mail Order Views

Formerly a Retailer, Owns a Store, But is Now a Tiller of the Soil — Makes Some Accusations Against Methods of Merchants in Respect to Home Buying—What Do Readers Think of His Opinions?

The mail order question and that of farmers buying direct in car lots is an all important one. It has been engaging the attention of retailers for a long time, and no doubt will continue to do so.

An interesting contribution appeared in a recent issue of a farm paper in Nebraska. It has been passed on to Canadian Grocer, and we have decided to reproduce it for what it is worth. Probably some of our readers may find in this letter a new angle from which to view this important problem. Opinions will be gladly accepted. Here is the contribution:—

Home Trade vs. Mail Order

To the Nebraska Farmer: There is a class of public speakers who take advantage of chautauqua platforms to admonish farmers, and incidentally town dwellers, who buy goods away from home. Much of what they say is all right, but they fail to give both sides of the case. Pardon this personal allusion: I have spent fourteen years on a farm and six years behind the counter in a store, so I think I am able to see both sides. Being the owner of a store building in a small town I certainly want to see merchants succeed. In this article I shall try to avoid the role of a kicker.

Sometimes it pays to stop and look facts in the face, and then profit by what we learn. There is a basic principle underlying all transactions — all men buy where they can get the most value for their money. Nebraska merchants do not all buy in Omaha. Certainly not, if they can get better goods for the same money at Kansas City, St. Joseph or Chicago, or any other city outside of the state. And their customers act on the same principle. To abuse people, make faces at them, poke fun at them, scold them or swear at them does not make friends of them. Here is where the town merchant is killing his own trade. Vinegar doesn't catch flies.

Merchants Should Look in Mirror

Merchants should look in the mirror. The merchant's wife goes to some larger town to buy her hat. The doctor's wife goes away from home to some other hospital for an operation. The doctor takes his patient to a larger city for an X-ray examination when there is an X-ray machine in his own town. We all go where we please to spend our money, and where we can get the most value for it. If a man cannot stand competition in

his line, he must fail or try some other line.

Honesty in business is an essential. No dishonest man can build up or hold his trade. Cash back if you are not satisfied is a rule of the mail order houses, and freight paid both ways. So when a chautauqua speaker rails at inferior goods, and says people are cheated when they buy away from home, he is talking about things of which he doesn't know.

Business men are in too big a hurry to get rich. They must have a palace of a home, fine turnouts and money to spend like a prince. Their customers do not live that way. When merchants are willing to live as the average of their patrons do, then they can compete in business with mail order houses. The reason that many business men go to the wall is extravagant living, neglect of business and allowing the clerks to run the plant.

"Cash talks." Mail order houses do business on that basis only. They have no bad accounts, no dead-beats. Here is where the merchant loses much. Cash buyers note the indefensible practice of merchants. When a credit buyer pays his bill, he is given a treat of candy or nuts or fruit for the children. The cash buyer loses out. The farmer sees his city neighbors' goods delivered at their doors, and they pay no more than he does. Thus basket stores are winning out.

Alleged Faults in Flour Trade

Let me call attention to some of the practices of merchants themselves that do not harmonize with their home-trade talk. We have a flour mill in our little city that makes the best flour we have ever used. But flour is shipped into our town from Beatrice, Blue Springs and DeWitt, and it all sells at the same price. Moreover, our mill ships to those other towns, pays freight and sells at the same price.

Now, why should not our mill sell at a price at which these outside competitors cannot meet after they have paid the freight and divided the trade? The consumer has to pay freight on home products, which is not fair. Our mill, it seems to me should have the complete trade of this vicinity, and the home market is always considered the best. Our merchants, by shipping in flour, commit the same crime of which they accuse farmers—buying away from home.

Let me cite an instance that has just come to my attention. One mill near us ships flour to a merchant 247 miles west.

This merchant retails it to another country merchant, who makes a profit of 20 cents a sack and sells it to the consumer for 15 cents less a sack than we pay for it here. This may be a freak.

When I was in business I endeavored to learn what my customers bought at mail order houses. I found that a large part was what I did not keep in stock. If they bought articles by mail that I kept for sale, I had the choice of selling at a price to compete or quit keeping the article.

Chances for Reforms

Produce is not cash, and should not have the purchasing power of cash. There is waste in the handling of produce, and the expense of labor and transportation before it is converted into cash. I think people of good sense all know this and would be willing to trade at a store that made a difference in prices for cash. Merchants must combine to carry out this reform, and to buy in large quantities so as to save freight charges.

Also buyers on credit should pay more than cash buyers, and the buyer who wants his goods delivered at his door should be willing to pay for the service himself, and not have it charged up to the cost of all the goods sold. Retailers can compete with the mail order houses in terms, prices and value by uniting in buying, for people always prefer to see what they purchase before paying for it, and they do not like to wait a week to get it. When the buyer buys in bulk he should have a discount.

If anyone can take a mail order price list and figure out a large saving himself over what he pays at his home town, it is contrary to human nature to give this profit to his neighbor, which by all rights belongs to himself. He needs it to develop his farm, adorn his home, educate his children and pay his taxes, as much as does the retailer. And the money is kept in the community just as much as if the merchant had it. Farmers have no especial love for, or interest in, mail order houses except as they are able to save money in buying from them. The business men must find out why they do not get the trade and revise their way of doing business so as to compete with the other fellows.

Is Combined Buying Feasible?

Mail order houses are as infants compared to these Farmers' Equity Associations.
(Continued on page 39.)

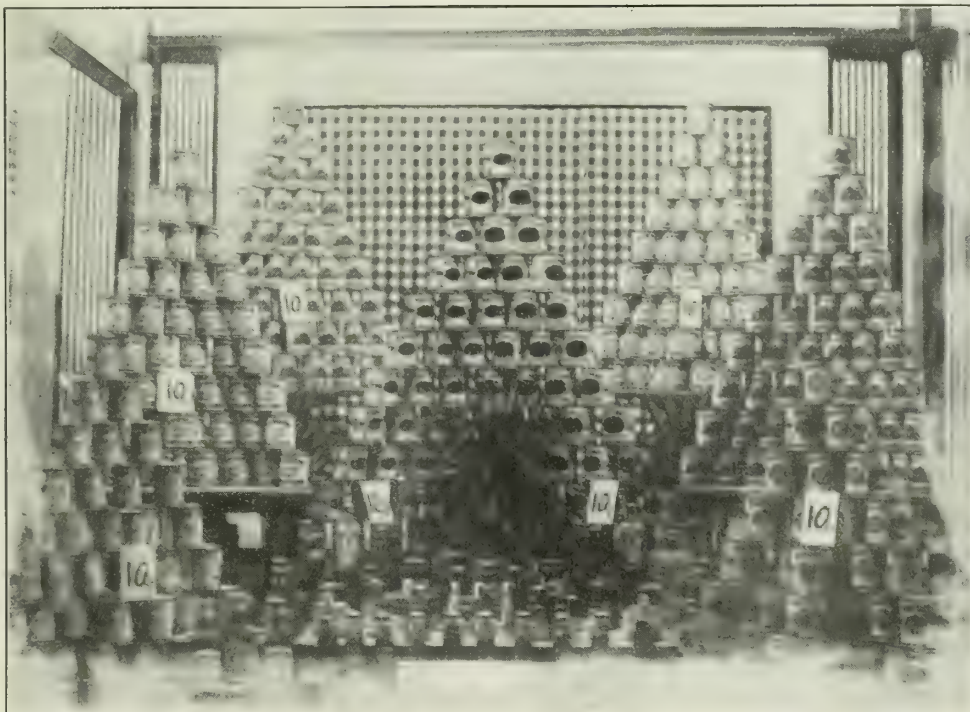
Canned Vegetable Season Here

Now That Fresh Vegetables Are Practically Off Market, Those in Tins Should be Brought Forward—Description of An Attractive Window Shown By Large Portage la Prairie Firm.

THE accompanying display of canned goods which was shown by Brown's, Ltd., Portage La Prairie, Man., illustrates how easy it is to construct an attractive display of canned goods. The general outline of the trim can be seen at a glance. It includes five tall pyramids of canned vegetables, including corn, peas, tomatoes and pumpkin. Two of these stand at the rear of the display, two at the side and one in the centre. The effect of the colored labels which are turned outward can be easily imagined. The highly colored tomato labels will be seen in the centre. In front of this pyramid is a large plant and there is also a similar plant in front of the rear pyramids of peas and corn. The floor of the window in front of these pyramids contains a

small, elevated table, on which are shown canned fruits, tomato sauce in bottles, canned asparagus, pickles and olives. Here is a most attractive trim of canned goods which every retailer can make. The background is worth noticing. The window is enclosed so that the passerby cannot see beyond the display into the store where his attention would be divided.

Now that the season for fresh vegetables is practically at an end, the retail trade will find canned vegetables a most valuable line to feature in display. The fact that vegetables of reputable firms are carefully canned when fresh, so that nothing but the very best of vegetables enters the can, is a big talking point in their favor.



A fine, easily arranged canned goods display shown by Brown's, Limited, Portage la Prairie, Man. With passing of fresh vegetables now is good time to sell these nutritious foods in tins.

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THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

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TORONTO, OCTOBER 22, 1915

No. 43

PURE GELATINE HIGH IN PRICE

MANUFACTURERS of jelly powder are having considerable difficulty in obtaining pure gelatine, which is one of the important ingredients of jelly powder. One manufacturer states that pure gelatine has advanced fully 50 per cent. since the beginning of the war, due to the fact that this line used to come chiefly from European countries particularly Great Britain, Germany and Austria. Supplies from the latter two countries have, of course, been held up and United States' manufacturers are not in a position to make sufficient quantities to make up the deficiency and bring down the cost.

As jelly powders have not increased in price to any appreciable extent, it means that the manufacturers have been bearing the loss due to the higher gelatine market.

THE JAPAN RICE SITUATION

IN THE LAST report of the Canadian Trade Commissioner at Yokohama, Japan, to the Dominion Government here, the rice question is fully dealt with. He points out that considerable interest is being shown, both in business and farming circles in the prospects of this year's rice crop. The bumper yield last year had the effect of depreciating the price of rice to such an extent that the Government saw fit, soon after the dissolution of the Diet in December last, to take steps for the regulation of the price of rice. The so-called regulation of price in this instance was a scheme to force prices up by the unauthorized use of national funds. An appropriation was made from the so-called surplus funds to the extent of Y20,000,000, and agents of the Government

appeared on the market and bought grain in order to run the market up. These purchases, or rather the anticipation of such purchases, had the effect of enhancing the price of rice, which from below Y12 per koku in Kobe, went up to about Y15, beyond which figure, however, the market refused to go. Those interested in the rice business knew very well that the limited amount of funds at the disposal of the Government was too small to be of any real service in helping to attain the object for which the measure was intended, and they knew it was positively dangerous to push up prices to any great extent, as it was not at all unlikely that the Government might sell out at any moment.

As subsequent events proved, the operators on the rice market were wiser than the Government, and knew a great deal more about the economic law of supply and demand. As soon as the Government had exhausted the funds at its disposal and further purchases of rice were stopped, prices began to fall until they have now reached almost the same level as when the Government put the price regulation measure into operation, and this in spite of the fact that a great quantity of stock has been consumed during the intervening six months.

The benefit of the measure adopted by the Government for the regulation of the price of rice has been almost nil, except that it gave an opportunity to speculators to make money out of the absurd scheme. If the Government had not adopted any artificial measure to regulate the market, it would have adjusted itself in due course, but this process of natural adjustment has been evidently delayed by

official interference. Many speculators, including the Government, have bought large quantities of rice in anticipation of a poor harvest this year, but so far the weather has been exceptionally favorable for the rice crop, and if things continue as at present, another bumper year may be expected. This consideration, together with the enormous stocks of rice held in the principal centres of distribution—the stock in Tokyo alone is returned at the unprecedented figure of 1,600,000 bags—has been pulling down the price of rice to a point quite unusual at this time of the year. If a plentiful crop is assured this year by the continuance of favorable weather, a further slump in prices is thought inevitable.

PORT OF MONTREAL

IN AN address before the New York State Waterways Association Convention held at Syracuse, N.Y., last week, Frank S. Ellsworth, secretary of the association, speaking on the subject, "The Commerce of New York," quoted figures to impress the businessmen of New York with the fact that New York as a port, in rate of progress, has been losing commercial supremacy. Canadian businessmen will be particularly interested in the reference made to the rapid expansion of the port of Montreal. The speaker contrasted the steady increase in the volume of grain tonnage handled through the port of Montreal since 1901, amounting to 68,897,394 bushels in 1914 over 1901, which was an increase of about 2,000,000 bushels in excess of the decrease shown in the grain tonnage of United States ports from 1907 to 1914, although the port of New York showed an increase of 22,481,119 bushels for the fourteen-year period. These conditions reflecting a decrease in the volume of grain tonnage handled at such ports as Boston, Baltimore and Philadelphia aggregating over 75,000,000 bushels from 1901 to 1914, Mr. Ellsworth said, should direct attention to the importance of emulating Canada's avowed policy to "conduct Canadian commerce through Canadian channels. There is a quiet struggle in progress, he continued, between Canada's principal ports and American Atlantic ports for commercial supremacy. This fight, Mr. Ellsworth declared, has been going on apparently without notice for a number of years, and one of the principal "preliminary engagements" was that successfully conducted by the New York Produce Exchange in 1910 and 1911 against the "practically prohibitive railroad rates on ex-lake export grain at and east of Buffalo." The contest, however, said the speaker, is no affair of a day, a month or a year, but is endless and calls for the most earnest thought, strategic ability and resourcefulness of the business men in the United States.

TIGHT REIN ON CREDITS

THERE ARE three important stages of retail merchandising. In the first place there is the buying—for goods must be well bought. In the second place there is the selling—for no matter how well goods are bought there must be a proportionately good sale, a sale where there is a profit and a satisfied customer too. In the third place there is the collecting—for goods that are not paid for are not well sold.

The trouble with many merchants is that they pay little attention to the collecting as a factor in the sale. They buy at a certain figure and they sell at a certain figure, and they estimate the proportionate overhead expense; and they then think that they have arrived at a basis of profit. But if the collected price is not equal to the selling price, plus interest and expense of collection, then that selling price cannot be figured as a basis of profit.

Accepting then that the sale is not completed until the retailer has received the actual cash it is on this basis that the merchant must buy. In other words he must make allowance between his buying and selling prices for the cost of collection, for the bad accounts and also he is entitled to make allowance for interest on the outstanding accounts until they are collected as it is only then that he has realized his selling price.

If the merchant carries say an average of ten thousand dollars on his books for a year he should make allowance for this in his buying and selling; his credit business is costing him good interest on this amount. Say at eight per cent. the merchant is paying \$800 the year on his ten thousand dollars of accounts for the convenience and accommodation of his trade. This can be easily estimated—and in many cases it will be found that the amount will be more, rather than less.

When the retailer gives credit he must extend this credit either out of his own funds or he must get a line in return from the wholesaler. When the wholesaler extends credit it is at a price. The wholesaler does not add interest to cover the amount for the time outstanding; he adds the interest in on the sale price. The retailer pays his interest through not being able to take advantage of discounts.

The moral is to reduce the credits to the minimum and where goods are given on account to make the term as short as possible and insist upon settlement when the time is due. This is not an argument for or against the policy of doing business on a cash basis. That is a subject which has long been argued and will no doubt be argued long into the future. There are many good arguments on both sides. Under the existing conditions the majority of merchants have decided that it is necessary to do a certain amount of credit business and if this credit business is to be done the merchant should remember that it is costing him money and that collections hold an important relation to buying.

Fall Number Next Week

An Exceedingly Valuable Issue For Our Readers—List of Some of the More Important Articles
—An Issue For Clerks as Well as Store Proprietors—Information First Hand
From Business Men.

TO THE TRADE: We have been telling you for some weeks about a number of the special articles ready for the big Fall Campaign Number of next week. These articles vary in character so as to cover every phase of the grocery business. They have either been prepared by retailers themselves or they have been secured by Canadian Grocer representatives in all parts of the Dominion, first hand from retailers. The issue will not only appeal to dealers themselves, but to clerks who are anxious to become better acquainted with the grocery business and methods for conducting it successfully. We have got into touch with a number of exceedingly bright, intelligent and progressive dealers from coast to coast—men who are to-day making successes in their particular field, so that what they have to say must be of great practical advantage to every reader.

As a last word before the appearance of the Fall Sales Number we can do no better than record here the subjects of some of the most important articles prepared:

SPLENDID CHRISTMAS PROSPECTS—Some forty dealers contributed to this one article.

Getting the High-Class Trade.

Business Methods on the Gaspé Coast.

“I’m a Merchant” — a splendid mail order story.

A Unique Plan to Beat Mail Order Houses—a good story from Alberta.

Fixtures That Help Sell Goods.

Selling More Confectionery.

A Provision Department That Sells.

Window Trimming—this includes six exceedingly fine Christmas displays.

The Cost of Doing Business—20 to 30 grocers contributed to this one article.

Following up all Expenses.

Christmas Advertising Suggestions.

Show Card Writing.

Price Comparison Table—this shows wholesale prices on staple groceries for the past 25 years.

How Other Grocers Do Things—A page of methods from various provinces.

Phone Trade Over 85%.

Investments Outside the Business.

Forty Years in the Same Place.

Selling Methods of a B.C. Dealer.

Boosting Fruit and Provision Sales.

Record of Each Day’s Business.

Last Year Christmas Advertisements.

The above does not represent all the articles in the Fall Number. There will be others. The chief credit for such a splendid array of practical articles is almost entirely due to Canadian Grocer readers. They have responded splendidly, and without their co-operation in supplying articles and information it would have been impossible to produce such an issue.

Watch next week for the Fall Number of 1915.

Toronto, Oct. 22, 1915.

THE EDITOR.

Cost of Living in Germany

Washington, D.C., Oct. 15.—Diplomatic officers who have been following closely the controversy between the United States and Germany regarding the method of conducting submarine warfare and the atrocities practised on innocent vessels carrying American citizens are convinced that it was not solely Germany's desire to remain friends with the United States which prompted the disavowal of the sinking of the *Arabic*. One reason for the reversal of her policy in regard to the *Arabic* case is believed here to be due to internal forces at work in Germany and not so much the persuasive powers of the diplomats of the United States. It is rumored that the German submarines have been destroyed at an alarming rate. Furthermore, officials here have authoritative information showing that the commercial blockade of Germany has been highly successful.

Diplomatic officers are in an enviable position to gather statistics on the conditions of commerce in the various belligerent countries. These statistics, owing to their highly important value at the present moment, have been gathered during the past year with extraordinary care. Your correspondent has been privileged to view some of these tables showing the increase in the cost of living in the various centres of Europe during the first year of the war. The great advance in cost of provisions in Germany indicates that the commercial blockade has been successful and that this has been a contributing cause for the reversal of Germany's attitude towards the negotiations with the United States over submarine warfare.

Prices in Allied Countries

Confidential circulars have been distributed to American business men by the Bureau of Foreign and Domestic Commerce, Department of Commerce, showing that prices of products in a number of notable instances are lower in England than in the United States. This has been proven true in the case of wire nails in Bristol and the price of the same article in the United States. The official figures, which your correspondent is able to quote, show that even in Russia, the most inaccessible of the Allies, the cost of living is not much out of normal, whereas in Germany the cost of food products has increased in some instances as much as 400 per cent.

The cost of commodities in Russia has, as a matter of fact, decreased in some particulars since last March, due to the opening up of some of the northern ports during the summer. The report from

Petrograd shows that in August last beef was selling for 13 and 14 cents per pound. It had sold for 15 and 18 cents a pound in March previous. A like reduction in the cost of other provisions from March to August was shown by the official figures.

During August filet of beef sold for 23 and 35 cents per pound; veal sold for 20 and 30 cents per pound; mutton for 15 and 20 cents; pork for 18 and 24 cents, and ham for 45 and 50 cents per pound. The Petrograd prices for meats have been upon a basis favorably comparable with the prices prevailing in the United States. In some instances, the official report shows, the prices of products in Petrograd have been lower than prices prevailing in the United States. Kitchen butter sold for 24 and 27 cents per pound during August, and table butter for 35 and 40 cents per pound.

Potatoes sold for 5 cents per pound during August. Eggs brought only 17 and 20 cents per ten. Kerosene sold for 3 cents per pound. Bread brought but 2½ cents per pound. Coffee sold for 50 and 75 cents per pound; sugar for 8 and 10½ cents per pound; salt for 1½ cents per pound; rice for 10 and 14 cents per pound; flour for 5 cents per pound. Chicken brought 75 cents and \$1.00 a piece; heath-hen brought 75 cents and \$1.50. Herring sold for 5 and 12 cents per piece.

Firewood sold for \$4.50 per sajen (1-6 cord). Coal, it is said, is not to be had at all. It sold for \$17.50 per short ton in March. Oats bring \$62.50 per short ton, and hay sells for \$36 and \$50 per short ton.

To compare with these figures have been collected the statistics on the cost of living in Austria. These figures represent the prices prevailing in one of the most famous watering places in Europe. They are typical of the conditions prevailing throughout Austria and the territory which is now suffering so keenly from the commercial blockade of the Allies.

It was reported that in August apples sold for 5½ and 14½ cents per pound, an increase of 50 per cent. since the beginning of the war. Bacon sells for 47 cents per pound, an increase of 240 per cent. Cooking butter sells for 54 cents, increase 90 per cent; table butter brings 62 cents, increase 65 per cent. Barley sells for 14 cents per pound, increase 250 per cent. Coffee brings 45 and 76 cents per pound, increase 33 per cent. Flour sells for 7 cents per pound, increase 75 per cent. Groats bring 14 cents per pound, increase 250 per cent. Honey

sells for 45.5 cents per pound, increase 100 per cent. Vegetable lard sells for 32.8 cents, increase 200 per cent; other lard brings 45.5 cents per pound, increase 100 per cent.

The increase in the price of meats has been 90 per cent. since the outbreak of the war. Pork now brings 43.5 cents per pound; veal, 43.5 cents; beef, 36.5 cents; smoked meats, 51 cents; mutton, 36.5 cents; lamb, 36.5 cents.

Rice sells for 14.5 cents per pound, increase 250 per cent. since the beginning of the war. Salt brings 3.5 cents per pound, increase 25 per cent. Sugar brings 9 and 10 cents per pound, increase 33 and 50 per cent. Soap costs 18 cents, increase 150 per cent. Kerosene costs 56 cents per gallon, increase 75 per cent.

Eggs now cost 39 cents per dozen in Austria. Their advance in cost has been 400 per cent. since the beginning of the war. Potatoes sell for 85 cents per bushel, the increase being 300 per cent.



LAKE OF THE WOODS STATEMENT

The annual statement of the Lake of the Woods Milling Co. shows a splendid year. The profits of \$518,920 indicated an increase of \$10,981 as compared with the previous statement, but compared also with \$549,667 in 1913. The usual amounts for bond interest and preferred and common dividends were provided, and there was \$100,000 written off, with the result that there was an addition to the surplus of \$46,920 as against \$35,939 a year ago. The company's reserve has now reached a total of \$935,994.

The officers and board of directors were elected as follows: President and managing-director, Frank S. Meighen; vice-president, W. W. Hutchinson; directors, George V. Hastings, R. M. Ballantyne, J. K. L. Ross, Abner Kingman, Tancrede Bienvenu, John W. Carson; secretary, F. E. Bray; assistant-secretary, R. Neilson; treasurer, T. F. McNally.



THE ONLY WAY

"Peters," said a grocer to his clerk, "I owe about \$500."

"Yes, sir."

"I have about \$2,000 in the safe, but the shop is empty, I think it is the right time to fail."

"Yes, sir," said the courteous clerk.

"But I want a plausible pretext for my creditors. You have brains, and I wish you'd think the matter over to-night."

The clerk promised to think it over carefully.

On entering the shop next morning the grocer found the safe open, the money gone, and in its place a note which ran as follows: "I have taken the \$2,000, and am off to the States. It is the best excuse you can give to your creditors."

Compulsory Half Holiday

Grocers of Toronto Favor This for All Canadian Retailers, and Ask Dominion Board of R.M.A. to See Government -Discussion on R.M.A. Trade-mark.

Toronto, Oct. 20th (Special).—The Grocers' Section of the Retail Merchants' Association, Toronto Branch, have opened a campaign for a statutory weekly half holiday the year round for all retailers all over Canada. The moving spirit in this radical suggestion is D. W. Clark, of Avenue road, Toronto. At the regular meeting of the Grocers' Section on Monday night last, he discussed this matter and moved that the section request the Dominion Board of the Retail Merchant's Association of Canada to memorialize the Dominion Government to make a statutory weekly half holiday the year round—preferably on Wednesday afternoon, the time of closing to be one o'clock. This was seconded by Donald Nicolson and carried. Mr. Clark pointed out that there are at present laws governing the working hours of labor people and there was no reason why a law should not be passed making it compulsory for retailers to close at least one afternoon during the week so as to allow that short period of recreation for dealers and clerks. The matter has now been passed on to the Dominion Board for its consideration.

A great deal of the time on Monday night was taken up in discussing the R. M. A. brand of goods which manufacturers are getting out for the grocers. The list now includes soap, which was the first, tea in packages, extracts, a cleansing powder, and rolled oats. The latter item was decided upon on Monday night on the recommendation of W. J. Nichol, who was the first to bring this question before the association last spring. There was some opposition to including rolled oats, some of the dealers maintaining that goods should not be put up for the grocers where the manufacturers were giving them a square deal. Donald McLean and W. J. Parks voiced this sentiment. Mr. Black opposed rolled oats because he claimed they were a precarious line to handle and particularly if they got stale on the grocer's shelves. Nevertheless, when the matter came to a vote the majority decided to go ahead with rolled oats under the R. M. A. brand.

Chairman Neil Carmichael also went on record as opposing the project of the association, particularly where manufacturers were treating the retailers right by preventing price-cutting on the part of big stores and giving the dealer a fair profit.

The members felt that before going any further with the R. M. A. goods, it was desirable that the trade mark should

be registered, and on motion of Messrs. Bentley and Fraser this was decided upon, the matter being placed in E. M. Trowern's hands as Dominion Secretary. In fact, the placing on the market of the R. M. A. goods will be placed in the hands of the Dominion board so as to have supervision of anything that may be done in other provinces.

The chair was occupied by chairman of the section, Neil Carmichael, and the trade was exceedingly well represented, there being many new members present.

Before closing the grocers voted \$100 to the Red Cross Fund as an evidence of their sympathy in the good work the Red Cross is performing.



DEATH OF PROMINENT BROKER

Geo. Musson, Connected with the Grocery Business for 40 Years, Passes Away

Toronto, Oct. 21.—The grocery trade in this city lost an esteemed friend during the past week in the death of George Musson. About 40 years ago Mr. Musson opened a general brokerage business on Front street, and has ever since been associated with that important phase of the grocery business. For 40 years almost he has been a familiar figure in Toronto's grocery centre and his death will be greatly regretted by all who knew him in a business way—brother brokers, wholesalers and retailers.

The late Mr. Musson was born in To-



GEO. MUSSON,
A Toronto grocery broker for forty years,
who passed away last week.

ronto and on Nov. 3 next would have attained the ripe old age of 79 years. Until last February he had been blessed with good health, but since that time had only been to his office four times—the last occasion was on May 4 but up to the last he continued active about his home. Among his three surviving sons is J. W. H. Musson, who has been associated with him in the brokerage business for a number of years.



A PURE FOOD EXHIBIT

The Grocers' Section of the Retail Merchants' Association, Ontario Branch, is putting on a pure food exhibit next month. This will be held in the large auditorium and display room in their new quarters at the corner of Yonge and College streets, Toronto. The present plans of the officials include demonstrations of various foodstuffs by manufacturers, addresses by food experts from the Inland Revenue Department, Ottawa, on food qualities and food analysis, and talks by prominent food manufacturers. The exhibit will be open to the general public, the invitations to be presented by grocers to their customers. The association expects to put on an interesting display of foodstuffs, and to have large crowds visit the exhibits.



BIG ADVANCES IN HERBS

The increased cost of herbs such as sage and mint since the opening of the war has been one of the features of the spice market. Sage, which is the main herb, has advanced no less than 700 per cent. Probably the best sage comes from Austria, and of course shipments from that country have been neglected. Mint which is also high comes chiefly from France.



THE DUTY ON CURRANTS

In the British House of Commons recently, one of the members moved an amendment to leave out the increase of duty of 17s a cwt. on currants. He said that representations had been made to the Government that in 1890 a convention was signed with the Greek Government undertaking that without a year's notice the British Government should not increase the duty on currants. That convention had never been repudiated. His Majesty's Government had not given any notice to the Greek Government, and therefore they were bound to withdraw this part of the resolution. A member asked what difference this would make in the treasury estimates, and it was pointed out that it would mean £60,000 out of £150,000. The amendment was agreed to.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

Ed. Dubois, general merchant, L'Avenir, Que., has sold to H. Raiche.

S. Anderson & Co. succeeds J. N. Dolan, general dealer, Aylwin, Que.

Stock of the grocery store of W. P. Beaudin, Montreal, has been disposed of.

The Peterson Fruit Co., Montreal, have secured the agency for Acme brand oysters.

Alex. L. Lockerby, president of Lockerby's, Limited, wholesale tea dealers, Montreal, died last week.

E. B. Prieur, who established the first starch factory in Quebec Province at Coleon Landing, later establishing a branch at Rimouski, died last week at the age of seventy-one.

The annual meeting of the St. Lawrence Flour Mills Co. was held last week in Montreal, at the head office of the company. The financial statement submitted was reported satisfactory, but following the practice of the company, it is not published. The directors were re-elected as follows:— A. Grier, president; T. Williamson, vice-president; Col. A. E. Labelle, managing director; Sir Rodolphe Forget and C. J. Fleet, K.C.

Ontario

Samuel Walker, a Lindsay, Ont., grocer, died recently.

Wm. Maidment, grocer, Toronto, has sold to Green & Gordon.

R. Pyke has purchased the grocery business of Rebecca J. Laird, Toronto.

A. J. Merkley, general merchant, Atherly, Ont., has sold to J. A. Therrian.

J. F. Cahill has purchased the grocery business of Lamorie Bros., Arnprior, Ont.

C. Robinson & Co., general merchants, Waterford, Ont., have sold to E. Marchand.

The Rodney Woodenware Co., Rodney, Ont., basket manufacturers, sustained a fire loss recently.

The W. T. Rawleigh Co., of Freeport, Ill., manufacturers of extracts, flavors, spices, polishes, etc., will erect a factory in Hamilton, Ont., according to Commissioner Marsh. A two-acre site has been purchased, and the factory will be 120 x 60 feet in dimensions.

Wm. Wilson, who has been living a few miles north of Uxbridge, Ont., has purchased the general store business at Victoria Corners, from T. O. Brown, who is moving to Cashel, Markham Township. This is the business carried on so long

by J. J. Sanders, now in Western Canada.

The City Council, Board of Trade, and a number of private citizens of Chatham, Ont., were the guests of the Dominion Sugar Company, of Wallaceburg, recently. The trip was arranged for the purpose of acquainting Chatham citizens with the benefits that will result from the erection of the million-dollar sugar plant in Chatham.

After an illness extending over two years, John Pugsley, formerly of Pugsley, Dingman & Co., died recently. He was born in 1852, and in 1883 came to Toronto from Selkirk, Ont., where he formed the partnership known as Pugsley, Dingman & Co. After 23 years of active business life, he disposed of his interests in that firm, and since then has lived in comparative retirement.

Tom Ranahan, a London, Ont., grocer, who has been ill for some time, is taking a long needed rest.

Lew Summers, of Summers Bros., grocers, London, Ont., was married to Miss Buskard, on Thanksgiving Day.

Mrs. Hobbin's grocery store on York Street, London, Ont., was damaged by fire to the extent of \$100 recently.

The merchants of Exeter, Ont., have decided to close their stores every evening, except Saturday, after November 1.

E. M. Trowern, Jr., son of E. M. Trowern, secretary of the Dominion Board of the Retail Merchants' Association of Canada, has enlisted for overseas duty with the 34th Battery at Kingston, Ont. Mr. Trowern has given up his art studies in which he was a brilliant student, to fight for the Empire.

(Continued on page 35.)

Grocery Salesmen Enlist



C. H. SMITH.

A salesman for H. G. Smith, Limited, wholesale grocers, Regina, who has enlisted for overseas duty.



JOHN EDWARDS, Regina, Sask.

Another H. G. Smith salesman who loyally gives up his position to fight for the Empire.

These two travelers for H. G. Smith, Ltd., wholesale grocers, Regina, Sask., have enlisted for active service with the 79th Cameron Highlanders, recruiting in Winnipeg. These are John Edwards and C. H. Smith. Before leaving, the office and sales force gathered together and on behalf of the staff Mr. Kennedy presented each of the boys with a purse of gold, and for the firm Mr. Smith presented them with military wrist watches. Messrs. Edwards and Smith were enthusiastic young salesmen and they will prove just as enthusiastic soldiers for the Empire. The Western trade will hope for their safe return.

Sugar Market Up at the Coast

Advance of 20c Occurs There—New York Set the Pace—Teas Down a Farthing in London—
New Crop Beans Coming—Stronger Market in Cotton Twine — Spot
Currants Up.

Office of Publication, Toronto, Oct. 21st, 1915.

EGGs are going up. The situation is getting tighter and tighter every day, as it usually does towards this time of the year, and the market on new-laid is up from last week. Not only is this so, but the quality of new-laid which are now coming is not at all good. The tendency on the part of some producers about this time is to hold back new-laid for higher prices and ship in a lot of eggs that will not grade. These are no doubt good eggs, but they would not grade as strictly fresh and the scarcity of strictly new-laid eggs is responsible for the tightening of the market price. In addition to this the storage situation is extraordinarily sound, and there is a big export going on to Great Britain at present. Moreover, the surplus in the States was diminished by 50% last month and some people who ought to know, figure that by the end of October there will not be any eggs left. The exact number of cases consumed last month was 300,000. If by the end of this month what is forecast actually happens, then the situation will be considerably firmer. It has to be remembered that storage eggs began to sell rather later this year than before, but already the situation is distinctly strong. So now it looks as if we are going to have higher levels for eggs and those in the very near future.

Once more we have to record an advance in the price of cheese on some markets, and this again is due to the large amount which is being exported to England. A gentleman who is well posted on these matters and who has now just returned from England, says that stocks in Liverpool have never been as light and that the demand coming over to Canada is enormous. We are none too well supplied and the big export of cheese is making prices for domestic buyers distinctly higher than they would be ordinarily. Butter is firm too, though dairy is plentiful now that people prefer to keep stocks at home rather than send to the creamery or cheese factory. There is not as much creamery coming, but more dairy. Nevertheless, this will not make the situation any more easy, as there is a big demand, and what is coming is not any too much at that.

Once again the potato market is higher, and apparently we are going to see stiff prices on potatoes this year. It will be remembered that we were let down lightly last year, following a year of high levels in 1913. The changeable weather,—rather than the bad weather—of this year, has affected the potato crop and has inflicted a sort of rot which seems to have gone right through. This applies not only to Ontario, but also to Delawares, and in addition to the actual scarcity of crops, there is so much damaged that prices are going to be distinctly high.

The vagaries of the wheat market are responsible for a stiffening in flour and prices would have advanced had it not been that suddenly the wheat market dropped again by 3 or 4c. Just as we go to press, however, it has stiffened again by about that amount and it would not be surprising if, before our next issue is out, Manitoba and Ontario Winter wheat flour are both higher. There is a big demand from England for Ontario Winter wheat flour at this writing. The flour situation has become much firmer because many people have held off in their demand, thinking they would see lower prices. This demand has now come, and in the aggregate it must be a big one. The result is that flour may advance very shortly, that is if the wheat market continues to be as strong as it is to-day.

Sugar has advanced 20 cents in British Columbia and Alberta, but up to present, Eastern refiners are holding off in face of a firmer raw situation.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Much better demand for flour.
Some feeds up; others down.
Finner rolled oats market.
Bran declines dollar per ton.
Export demand for Ontarios.
PRODUCE AND PROVISIONS—
Finest creamery up a cent.
Dealers begin to buy honey.
Pure and compound lard up.
Cheese and eggs unchanged.
Small fowl quoted lower.
FISH AND OYSTERS—
Dressed bullheads plentiful.
Halibut advances a cent.
Salmon a scarce article.
Shell oyster trade suffers.
Cured herrings not plentiful.
Whitefish getting scarcer.
FRUIT AND VEGETABLES—
Potatoes advance again.
Montreal head lettuce quoted 60c doz.
Hothouse tomatoes jump to 18c.
Market glutted with celery.
Egg plants off the market.
New Brussels sprouts arrive.
Apple markets much firmer.
Further drop in blue grapes.
GENERAL GROCERIES—
Finner sugar market.
Cotton twine advances a cent.
Gallon apples down to \$2.75.
New canned vegetable prices.
Advances made in almonds.
Grenoble walnuts decline slightly.
New raisin prices named.
Advance in spot currants.
'Citron peel' may be scarce.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Export demand for Ontarios.
Better feeling in flour.
Feeds easier again.
Rolled oats stiffer.
More export business.
FISH AND OYSTERS—
Whitefish very scarce.
No fresh Eastern salmon.
Fresh halibut in again.
Oyster business light.
PRODUCE AND PROVISIONS—
Lard prices up a cent.
Finner market in butter.
Cheese levels higher.
Low stocks in Liverpool.
New laids scarce; quality not first-rate.
American egg excess dwindles.
Good business in poultry.
FRUIT AND VEGETABLES—
Peaches stiffening up.
Plums plentiful and low.
Onions 5c higher.
Potatoes up a nickel.
Apples poor quality.
McIntosh Reds now in.
Quinces get the business.
GENERAL GROCERIES—
Currant quotations higher.
Nuts brisker this week.
Canned strawberries selling.
Strong sugar market.
Teas down in London.
Beans hard to get.

QUEBEC MARKETS

Montreal, Oct. 21.—Chief interest centres around flour and sugar. Orders for the former have been flooding in on account of the firmness of the wheat

market last week. An easy movement which developed this week probably had the effect of keeping buyers away, but for a while mills were kept running with orders. Prices on certain feeds are up, while others have declined; most important is a decline of a dollar per ton in bran. There has been a firmer feeling to the rolled oats market, but the market is considerably disturbed owing to the fact that a wholesale house is quoting \$2.35 for 90's. A week ago they were quoting \$2.25.

As for sugar, the trade is waiting to see what the local refiners will do about the firmer situation which has developed in New York. If prices are raised, there will likely be a big buying movement.

Higher prices are looked for on Norwegian sardines. It is stated there has not been a sardine shipped for weeks. English herrings, which were selling at \$1.40 per doz., have advanced to \$2.30. It is believed here that the British Government has prohibited fishing on account of the trouble experienced looking after the trawlers. Canary seed, which advanced to 10c some time ago on account of the Balkan trouble, has declined to 8-9c. There is an advance of a cent in cotton twine.

Business is reported good in Quebec, Ontario and the Maritimes. The volume is not as good as normally, retailers doing business with caution still. However, it is evident that confidence has been restored to a great extent, and business is more active than at same time last year.

SUGAR.—The market in New York was firmer this week, but refiners here, up to Wednesday, had taken no action. Sales of a hundred thousand bags of Cuban raws were made in New York at \$4.26, duty paid and landed New York. Immediately after this sale was made, which established the market for raws, all New York refiners advanced their prices to \$5.15. It is possible that refiners here will also take action. Up to present there has been little more than a hand-to-mouth demand from the retail trade, and until such time as the advance takes place, the demand will not improve. When it does, there should be a deluge of orders, as it is months since there was any buying of sugar to speak of.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 05
20 lb. bags	6 15
25 lb. and 5-lb. cartons	6 35
Yellow Sugars—	
No. 3	5 90
No. 1	5 65
Extra Ground Sugars—	
Barrels	6 40
50 lb. boxes	6 60
25 lb. boxes	6 80
Powdered Sugars—	
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 60
Paris Lump—	
100 lb. boxes	6 65
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—	
Barrels	6 65
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 05
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Spot prunes are cleaned up, and new prunes and prices are expected here within the next week or so. It is said that 70 to 75 per cent. of the entire new crop has been sold; in Oregon and Washington, where there have been bad crops, the supply has been entirely cleaned up. While prices are firm, they will not be affected immediately. If prunes could be shipped to Europe, there certainly would be an upward tendency.

Market on raisins and apricots is active, with no probability of decline, and every possibility of advance. Peaches are so extremely low that anything might advance the market from a cent to three cents per lb. The following new prices have been named on new crop raisins, which are due here shortly:

Seeded, fancy, 1-lb. pkgs	10½c
" choice, 1-lb. pkgs.	10c
Seedless, 1-lb. pkgs.	11½c

It has been pointed out for some time that some doubt exists whether this year's crop of currants from Greece will ever reach this market in any quantity, as on the outbreak of the Balkan conflagration, a few weeks ago, the Greek Government requisitioned all steamers. As a result of this situation, Montreal wholesalers have advanced prices on spot stocks, quotations now being as follows:

Fine Filiatras, loose	10c lb.
" " 1-lb. pkgs.	11½c

This is an advance of half a cent. All primary markets for figs—Greece, Spain, Portugal and California—Smyrna being out of the question, are dearer. It is the opinion of the trade that citron peels will be scarce, and packers have cut down their orders to about half. There must be a shortage in the crop.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes.....	0 00
Apples, choice winter, 50-lb. boxes	0 06½
Apricots	0 15½
Nectarines, choice	0 11½
Peaches, choice	0 10
Pears, choice	0 13½
DRIED FRUITS.	
Candied Peels—	
Citron	0 20
Lemon	0 13½
Orange	0 13½
Currents—	
Filiatras, fine, loose, new	0 10
Filiatras, packages, new	0 11½
Dates—	
Dromedary, package stock, per pkg....	0 00
Paris, choicest	0 12½
Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07½
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09½
90 to 100, in 25-lb. boxes, faced	0 09
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscatele, loose, 3-crown, lb.	0 08
Cal. seedless, 16 oz. pkgs.	0 11½
Fancy seeded, 16 oz. pkgs.	0 10½
Choice seeded, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—Reports received on the walnut situation are that the crop is late

and progressing unfavorably. This is different to the report received two months ago. Offers of Mayettes have been withdrawn, it being difficult to get orders covered in the Grenoble district. The Valencia almond crop is particularly late, and even at this date supplies thoroughly dry and fit for cracking are reaching Malaga in small lots. Montreal quotations on Valencia shelled almonds, in view of the above, have been advanced to 38-40c. Tarragona soft shell almonds are up half a cent, new quotations being 17½-18½c. On the other hand, pure Mayette Grenoble walnuts, for spot stocks, are down a little, and are offered at 15-16c. Brazils have advanced half a cent per lb., and are quoted at 17-18c.

Almonds, Tara	0 17½	0 18½
Grenobles, new	0 15	0 16
Marbots, new	0 13½	0 14
Shelled walnuts, new, per lb.	0 35	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 14	0 15
Filberts, shelled	0 24	
Pecans, large	0 20	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	
Peanuts, No. 1, Spanish	0 08½	

MOLASSES.—The situation remains same as for the past few weeks, except that the market becomes stronger and stronger as the visible supply decreases. Wholesalers claim that the demand from the country is only hand-to-mouth, as the buying was heavy when the market first began to get firm. It is reported that a large holder of molasses is putting considerable blended stuff on the market. News from Barbadoes is to the effect that there has been a little rain, which is worth lots of money to the planters; it looks as though there will be a bumper crop next year.

Barbadoes Molasses—	Price for Island of Montreal.	
	Fancy.	Choice.
Punchons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53

For outside territories prices range about 3c lower.
Carload lots of 20 punchons or its equivalent in
barrels or half barrels to one buyer, may be sold at
"open prices." No discounts will be given.

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Corn Syrups—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 04¼
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4½c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

SPICES.—Cream of tartar is quoted as high as 60c. There has been cheaper stuff bought, but it is hard to get it on this market. Recently there was a little advance in peppers, but not big enough to affect prices to the retailer. Dutch caraway seed has jumped to 20-22c, whereas it used to sell at 9c. It is not of great importance to the grocer, being used mostly for the manufacture of biscuits and for making liquor.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 69	—0 23
Cassia	—0 22	—0 89	—0 28
Cayenne pepper	—0 28	—1 05	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar—60c.			
Ginger, Cochiti	—0 22	—	—0 20
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	—	—1 00
Nutmegs	—0 40	—	—0 75
Pepper, black	—0 22	0 90—1 00	—0 37
Pepper, white	—0 30	1 15—1 20	—0 29
Pastry spice	—0 22	0 95—1 20	—0 37
Pickling spice	0 14—0 16	—	—
Turmeric	0 21—0 23	—	—

Lower prices for pails, boxes or bails when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	0 13	0 13
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies		0 35
Shredded coconut, in pails	0 18½	0 22
Pimento, whole		12-15

COFFEE.—The demand for coffee continues better than for many months past. It would appear that dealers have allowed their stocks to run low, and with the return of confidence are buying more freely. There has been little change in coffee quotations for a long time.

Coffee—		
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 26	0 28
Mexican	0 25	0 28
Maricao	0 22	0 24
Jamaica	0 22	0 24
Santos	0 19	0 22
Rio	0 16	0 18
Chicoery		0 14

DRIED VEGETABLES.—The bean market here is pretty well cleaned up, and good cars bring as high as \$4 on a retail basis. It was stated this week that a sample of Ontario beans had arrived, and out of ten beans there were only three perfect ones, the remainder being stained. The pea market has firmed up a little. As the trade here have been waiting for large shipments, which were not realized, the market became firmer. Local peas have been arriving in such small quantities, it is difficult to make up a car. There are no new splits on the market.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 45	3 60
Yellow eyes, per bushel		4 00
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 65	3 00
Peas, split, bag, 98 lbs.		5 50
Barley, pot, per bag		2 90
Barley, pearl, lb.	0 05	0 06

CANNED GOODS.—Sales are still being made of tomatoes at 97½¢, despite the fact that this is below market price. Corn, peas and beans are quoted by some at 90¢. This, however, does not mean an easier market. It is simply the result of having open prices.

The following new quotations have been named on certain lines of canned vegetables:

Lima beans, \$1.25—a 5¢ advance.
Corn on cob, gal., 4.75 doz.—25¢ advance.
Pumpkins, 3 lb., 92½¢—21½¢ advance.
Pumpkins, gals., 2.45—15¢ advance.
Spinach, 2 lbs., 1.20—25¢ advance.
Spinach, 3 lbs., 1.45—20¢ advance.
Spinach, gal., 4.75—1.25 advance.
Tomatoes, gal., 3.25—30¢ advance.

The price of gallon apples was raised to 2.90 a week ago. It would appear that the price had been raised too high, for it was dropped to 2.75 this week.

Salmon at current prices is going out regularly. At a certain juncture, when stocks are depleted, wholesalers state they will be unable to replenish at prevailing prices, when an advance will probably take place. Local prices on Cohoes have been advanced 5¢ per dozen, the new quotations being \$1.50.

ONTARIO MARKETS

Toronto, Oct. 21.—Christmas buying is in the offing now, and it will not be long before some of it is done. It would appear to be a good thing for the retailer to buy early. Many Christmas lines, if we mistake not, are going to be high, and getting in early may save higher levels. Currants and raisins, for instance, are in this case. This week we quote a rise in currants, spot stocks, of a cent at least, and the market is just as firm as ever. Valencia—what few there are to be had at all—are up too. Peels may be firmer later on. Some Christmas buying is going on at this present.

There has been a communication received here from the Trade Commissioner at London, Eng., saying that they want more and more Canadian eggs over there. There is, of course, a marked scarcity of supplies from other sources—Russia, Denmark, and so on—and the outlook, says Mr. Harrison, for fall is encouraging to Canadians if they have the eggs to export. The finest eggs from this side are selling at 17s. now, and higher prices still will likely be paid. Canadian Grocer has gone thoroughly, again and again, into the reasons why this valuable export trade should again become what once it was to this country.

Sugar is firm, and there are not wanting those who say it will be higher shortly. Considerable impetus has been given to demand this week, and a strong and healthy tone now exists. New York's state of trade was the reason; we are usually correlative to that market. In Vancouver there has been a 20¢ advance.

Business generally seems to be picking up, and is described by many as "about normal." This is significant. There is no good in expecting too much; the tendency on the part of some folk is to keep on saying business is bad. It is, at any rate, vastly better than a year ago, and from what can be gathered from individual conversation with wholesalers, collections are normal, and orders coming in as well as in most average years.

SUGAR.—The market here is both firm and active—a strong, healthy market, as one sugar man reported. This follows New York, where, last week, there was an excited flurry consequent upon which raws jumped from \$4.01 to \$4.26. Refiners started in heavily to buy, one alone taking 100,000 bags at the high level mentioned. There was an advance of 5½¢ per pound in three weeks.

All New York refiners are up 15 points, and the beet refiners of the Middle West also advanced prices. No advance is yet recorded here, though it is talked of by one or two refiners, and there has been considerable buying. It would not, therefore, be surprising to see higher levels.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
20 lb. bags	6 21
10 lb. bags	6 26
9 and 8-lb. cartons	6 40

Nova Scotia refined, 100-lb. bags	6 41
New Brunswick refined, 100-lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 75
50 lb. boxes	6 86
25 lb. boxes	6 96
Cartons (25 to case)	7 51
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81
Paris Lump—	
100 lb. boxes	6 66
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5¢ per cwt. above bag prices.	

TEA.—A cable from London this morning reports a decline of a farthing in all grades. This would appear to corroborate the view of last week that the market at the moment is a trifle on the weak side. Whether it is the sentimental effect of the additional tax is hard to determine at this writing, but it may be that buying, having been so heavy, is letting up a little. Business in this market shows no change; demand is even and ordinary.

MOLASSES AND SYRUPS.—The firmness in cane syrups reported last week is still apparent, though no higher prices obtain as yet. Demand is good, though. As to molasses, our quotation of 60¢ to 65¢ on fancy is still about right, but there seems no disposition to advance that. Buying picked up a little again this week, but it is reported that most purchases filled their requirements and the firm tone is eased a little in consequence.

Corn Syrups—	
Barrels, per lb., 3½¢; ½ bbls., 4¢; ¼ bbls.	0 04½
Pails, 38½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4½¢; ½ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	0 60 0 65

DRIED FRUITS.—Apricots, upon an advance in the primary markets, are up a couple of cents, and our price now is 12¢ to 14¢. Evaporated apples have their customary steady demand; there is no particular strength in their condition. Spot currants this week are all up at least a cent, and it looks as if they won't stay long at present levels. Filiatras are now worth 11¢ to 12¢. We have devoted considerable space lately to the currant situation, and there is no new factor. The position of Greece is the crux of the whole matter. Meanwhile it seems reasonably safe to hazard the opinion that there will be no lower levels. Valencias—when you can get them—will now cost 15¢ to 16¢, which is a cent to a cent and a half advance on our last week's levels. At that, they are hard to get; there are so few around. The market on seeded and seedless alike is quite firm with a good demand. Dates show no change. Prunes are firm, but no higher.

Apricots—	
Standard, 25 lb. boxes	0 10½ 0 11
Choice, 25 lb. boxes	0 12 0 14

CANADIAN GROCER

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 20	0 23
Currents—		
Filiatras, per lb.	0 11	0 12
Analas, choicest, per lb.	0 11½	0 12½
Patras, per lb.	0 12	0 13
Vostizzas, choice	0 14	0 16
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 07½
Prunes—		
30-40s, California, 25 lb. boxes	0 11	0 12
40-50s, 25 lb. boxes	0 10	0 11
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 06	0 06½
25 lb. boxes ½c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Business is brisker in this market as Hallowe'en approaches, and walnuts and almonds are feeling the brightening up. Grenobles are up a cent here this week, and we quote 15c to 16c. Marbots are worth 13c to 14c, and getting good business at that. In shelled, walnuts are in good demand at 38c to 40c. Some were selling under 38c this week, but in the main this quotation is apposite.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts Marbots	0 13	0 14
Shelled—		
Almonds	0 38	0 40
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 36	0 38

BEANS.—New crop is coming in now and price is \$3.60 to \$3.75, which is slightly lower. Demand is brisk, and supply able to cope with it. There is a firm demand for blue peas, and our price of \$3 a bushel is firm.

Beans, hand-picked, bushel	3 60	3 75
Peas, blue, bushel	3 00	3 05

SPICES.—There are no price changes to report this week, though it is said that again the pepper market, for both black and white, is firm and high. Supplies are short again. There is, moreover, considerable speculation as to what would happen if the Suez were closed through this Balkan hotch-potch. It is probable that supplies would have to go round the other way, via Cape Town, and that would naturally increase the price. Still, this is a contingency that the trade does not need to face unless and until it is an actual happening. Cream of tartar is still firm, though not higher.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 11
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 32
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 27	0 36
Cloves, whole	0 27	0 35
Cloves, ground	0 18	0 22
Cream of tartar	0 48	0 50
Curry powder	0 30	0 35
Ginger, Cochin	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21

Ginger, Jamaica, whole	0 25	0 30
Ginger, African, ground	0 14	0 18
Mace	0 80	1 00
Nutmegs, brown, 64s, 52s; 80s, 42c, 100s	—	—
Nutmegs, ground, bulk, 45c; 1 lb. tins	—	0 50
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 24
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 34	0 36
Pickling spice	0 16	0 20
Turmeric	0 16	0 20

RICE.—There is no change in this market. Demand is even and good.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09

Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	0 05½

TORONTO

CANNED GOODS.—The demand for tomatoes still keeps up, and price is now anywhere from \$1.05 to \$1.15, which is an advance upon recent levels of a nickel. Apparently the trade is finding or expects good buying on the part of the public. Corn and peas are unchanged, but firm at 95c. There is a noticeable briskness just now for canned fruits. We quote strawberries at \$2.15 a dozen and black raspberries at \$1.95. The former gets most trade. Business all round is good. Wholesalers are experiencing orders which are bigger in bulk than they were some months ago.

Salmon, Sockeye—		
1 lb. talls, cases 4 doz., per doz.	2 52½	
1 lb. flats, cases 4 doz., per doz.	2 72½	
½ flats, cases 8 doz., per doz.	1 57½	
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	0 90	
Pinks, 1-lb. talls	1 20	
Cohoos, 1-lb. talls	1 45	
Red Springs, 1-lb. talls	2 00	
Humpback, ½-lb. tins	0 50	
Canned Vegetables—		
Tomatoes, 3's	1 10	1 15
Peas, standards	0 95	0 95
Early June peas	0 95	0 95
Extra sifted peas	1 45	1 45
Corn, 2's, doz.	0 95	0 95
Canned Fruits—		
Strawberries, heavy syrup, doz.	2 15	2 15
Black raspberries, heavy syrup, doz.	1 95	1 95

MANITOBA MARKETS

Winnipeg, Oct. 20.—A week of really good weather has enabled farmers and threshers to again get to work, and has put some life into business, which was beginning to lag from the long continued wet weather. Receipts of wheat are now very heavy, and at the present rate of increase will soon average over 3,000 cars a day. Whether the transportation and storage facilities will bear up under such a strain is a problem that will be watched with much interest.

The only feature in the way of price changes on the regular list is a sharp drop in prunes, which has been brought about by the appearance of the new season's crop on the market.

SUGAR.—This market is reported stronger in the East, and local wholesalers would not be surprised to see an advance, although none has so far been announced.

Sugar, Eastern—	Per cwt.
Standard granulated	6 65
Extra ground or icing, boxes	7 50
Extra ground or icing, hbbs.	7 30

Powdered, boxes	6 70
Powdered, hbbs.	6 80
Hard lump (100-lb. case)	7 60
Montreal, yellow, bags	6 25
Sugar, western Ontario—	
Sacks, per 100 lbs.	6 60
Halves, 50 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 50
Powdered, 30s	7 05
Powdered, 25s	7 40
icing, barrels	7 35
icing, 50s	7 60
Cut loaf, barrels	7 45
Cut loaf, 50s	7 70
Cut loaf, 25s	7 85
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar, hbbs.	6 75
Bar sugar, boxes	7 00
icing sugar, hbbs.	6 95
icing sugar, boxes	6 60
14 lb. lumps, 100-lb. cases	7 05
H. P. lumps, 25-lb. boxes	7 70
Yellow, in bags	8 20
Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ½ doz.	3 03
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial, ½ gals., 1 doz.	5 40
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS.—New prices on prunes show sharp declines. The new crop is a large one of excellent quality. Turkish Sultanias are not going to be obtainable, and California offers a substitute, as quoted below. A revision of fig prices is in order, and Valencia raisins are so scarce that they are not worth considering. Muscatels are quoted at 8¾c for 25's.

Apples, evaporated, new, 50 s	0 06½
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12½
Currents—	
Dry clean	0 08½
Washed	0 09
1 lb. package	0 09½
2 lb. package	0 19
Vostizzas, bulk	0 12
Dates—	
Hallowees, loose, per lb.	0 09
Hallowees, 1-lb. pkgs.	0 07½
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06½
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 07½
Raisins, Muscatels—	
3 crown, loose, 25's	0 08½
3 crown, loose, 50's	0 09
Raisins, Sultanias	0 12½
Prunes, in 25-lb. boxes—	
90 to 100	0 05½
80 to 90	0 06½
70 to 80	0 06½
60 to 70	0 07½
50 to 60	0 08½
40 to 50	0 09½
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13½
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12½
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07½
Cooking figs, choice naturals, 25-lb. bags	0 07

RICE AND TAPIOCA.

Rice and Tapioca—		
No. 1 Japan, per lb.	0 06	0 06
No. 2 Japan, per lb.	0 04½	0 04½
Sia, per lb.	0 03½	0 03½
Patna, per lb.	0 07½	0 07½
Carolina, per lb.	0 08½	0 08½
Sago, pearl, lb.	0 06½	0 06½
Tapioca, pearl	0 06	0 06½

DRIED VEGETABLES.

Beans—		
California, hand-picked, per bushel	4 30	4 30
California Lima Beans—		
Bag lots	0 07½	0 07½
Less than bag lots	0 06½	0 06½
Barley—		
Pot. per sack, 96 lbs.	3 30	3 30
Pearl, per sack, 96 lbs.	4 30	4 30
Peas—		
Split peas, sack, 96 lbs.	6 00	6 00
Sacks, 40's	3 02	3 02
Whole peas, bushel	2 90	2 90

BRITISH COLUMBIA MARKETS

(By Wire)

Vancouver, Oct. 21. Eggs are scarce and fresh are up two cents on the Island. Sugar has also advanced 20c to \$7.15. Yellow is \$6.50. Apricots up 1c and apples up half-cent. Prunes are down 2c per lb. Currants are \$1 1/4 lb., and peaches are up 1/2c. Figs are selling at 6c. A rise in currants is expected. Orders from Seattle are refused as there is barely enough for local demand. British Columbia potatoes show a surplus. Cars may be shipped to Ontario if dealers can get rates lowered.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	33-34
New Zealand cubes	0 33
New Zealand brick	0 33 1/2
Cheese, per lb., large, 17c; twins	0 17 1/2
EGGS—	
Local fresh	0 49
Vancouver Island	45-47
Lard, 3's, per case	8 25
Lard, 5's, per case	8 17
Lard, 10's, per case	8 10
Lard, 20's, each	10 50

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05 1/2
Cream of tartar, lb.	80 c
Beans, Lytton	0 05 1/2
Figs, 12-10 oz. packages, per pkg.	0 85
Figs, 50-60 oz. packages, per pkg.	2 25
Cocconut, lb.	18 1/4 c
Commmeal, bbl.	\$3 00
Flour, best patents, per bbl.	6 30
Honey, Idaho, 24 lbs.	4 50
Lemons, box	3 50
Potatoes, per ton	14 00
Rollad oats, bbl. of 80 lbs.	3 10
Onions, lb.	0 01 1/2
Oranges, box	5 00
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 15
Sugar, yellow, per cwt.	6 50
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	4 25
Jams, 4-lb. tins, doz.	7 50

CANNED GOODS.

Apples, gals., 6/case	\$1 62
Beans, 2's	2 20
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's case	1 90
Peaches, 2 1/2's case	3 80
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 40

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 11c; Apples, lb.	10 c
Prunes, 70-80, 25's, lb.	07 c
Currants, per lb., 8 1/2c; Raisins, seeded, lb.	09 c
Peaches, per lb.	07 c
White figs, per lb.	06 c

SASKATCHEWAN MARKETS

Regina, Oct. 21.—During last week, commencing with Monday, October 11, Thanksgiving Day, fine weather has been experienced throughout the prairies and harvesting has been recommenced with vigor. Threshing, which was at a standstill owing to damp weather, has been begun again over a large area, and great progress has been made during the week. Later reports exceed those made earlier in the season in regard to the estimated yield of grain in Saskatchewan.

Markets show little change this week, excepting in produce. Eggs, strictly fresh, have advanced to 40c per dozen; fancy storage are 35c, and good storage 30c. Creamery butter is quoted at 31c, and currants at 11 1/4c. Grapes are 30c.

Produce and Provisions—

Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17 1/2
Eggs, new laid	0 40
Eggs, fancy, storage	0 35

Eggs, good, storage	0 30
Lard, 3's, per case	8 75
Lard, 5's, per case	8 70
Lard, 10's, per case	7 60
Lard, 20's, per case	11 40
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 1/2
Cream of tartar, lb.	0 50
Cocconut, lb.	0 19
Commmeal, bbl.	2 95
Apricots, per lb.	0 12
Flour, 98's	3 00
Rollad oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 64
Walnuts, shelled, 41c; almonds	0 41
Canned Goods—	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, 4 1/2; strawberries	4 75
Tomatoes, standard, per case	2 50
Salmon—	
Sockeye, 1's, 4 doz. case	9 55
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Calif.	0 10
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 60
Dried Fruits—	
Currants, per lb.	0 11 1/2
Prunes, 70-80, 25's, lb.	0 10 1/2
Evap. apples, 50's, lb.	0 69 1/2

ALBERTA MARKETS (CALGARY)

(By Wire)

Calgary, Oct. 21.—Sugar advanced twenty cents here on Monday. The rise was not unlooked for. New season's prunes are now in the city, 90-100's cost 7c. Bacon bellies are up to 22 1/2c, and backs to 21 1/2c. Lards three are \$9 and may go higher before Christmas. Standard peas are up to 2.35. Creamery butter is firm at 33c. Local creameries are shipping east.

General—

Beans, small white Japan, lb.	0 06 1/2
Flour, No. 1 patent, 98's	2 90
Molasses, extra fancy, gal.	0 67
Rollad oats, bbl.	2 55
Rollad oats, 80's	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 45
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 18
Butter, creamery, lb.	0 33
Butter, No. 1, dairy, lb.	0 25
Eggs, select storage, case	9 00
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 05
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/2

Canned Goods—

Tomatoes, 3's, standard, case	2 85
Corn, 2's, standard, case	2 25
Peas, 2's, standard, case	2 35
Tomatoes, gals. case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2's, Ontario, case	4 90
Raspberries, 2's, Ontario, case	4 50
Lobster, 1/2's, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 80

Dried Fruits—

Evaporated apples, 50's, per lb.	0 09 1/2
Peaches, choice, 25's, per lb.	0 07 1/2
Apricots, choice, 25's, per lb.	0 10
Pears, choice, 25's, per lb.	0 14
Prunes, 90-100	0 07

Fruits and Vegetables—

Blackberries	2 00
Blueberries, Ont., basket	2 20
Cantaloupes, case	2 00
Grapefruit, Cal.	5 00
Oranges, case	5 50
Lemons, case	5 50
Peaches, crate	0 90
Tomatoes, 4-basket crates	0 90

ALBERTA MARKETS (EDMONTON)

(By Wire)

Edmonton, Oct. 21.—Sugar has advanced 20c per hundred pounds in sympathy with eastern advances in raws.

New pack of salmon has arrived on this market, and prices remain practically same as year ago. Cheese is up to 17 1/4 cents. Corn and peas are 2.20 per case. Tomatoes are up to 2.85. Salmon, sockeye, is \$9.65 per case, pinks \$4.14, and Cohoes \$5.80. Apricots are up to 12 cents.

Bright fall weather has prevailed in this district for the past two or three weeks, and business has been exceedingly brisk. Northern trade has developed wonderfully, so much so that the railways are asking wholesalers to distribute their freight over more trains, so that goods can be conveyed north more evenly.

There is a heavy demand from Europe for muscatel raisins, and it has so decreased the raisin supply that it has necessitated the withdrawal of 1914 prices. Prices on prunes, dried, are a shade easier for early fall shipments, while dried apricots are firm.

Canned tomatoes appear to have no trouble in maintaining their strong tone. This not only applies to the Canadian pack, but to the American pack as well. Corn and peas are firm at to-day's prices, but it is expected that the market will be higher.

There has been an advance of one cent per gallon on all strengths domestic bulk vinegar.

General—

Beans, Ashcroft, lb.	0 06 1/2
Beans, Japan, per bush.	3 90
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 25
Rollad oats, 20's, 80c; 40's	1 60
Rollad oats, bbl., \$2.16; 80's	1 75
Flour, fancy patents	2 95
Flour, seconds	2 80
Rice, Siam, per cwt.	3 90
Sugar, standard gran., per cwt.	7 45
Sugar, yellow, per cwt.	7 05
Walnuts, shelled, lb.	0 38

Produce and Provisions—

Cheese, lb.	0 17 1/2
Bacon, lb., 20c; bellies, lb.	0 20 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1	0 29
Eggs, new laid	0 35
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 05
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25

Canned Goods—

Corn, standard, per two dozen	2 20
Peas, standard, 2 dozen	2 20
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 85
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35

Dried Fruits—

Evaporated apples, 50's	0 10 1/2
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07 1/2

NEW BRUNSWICK MARKETS

(By Wire)

St. John, Oct. 21.—Fine weather last ten days has given an impetus to business. Trade in up river districts is steady, country merchants stocking quite heavily on good orders. Collections are average. Large supplies in vegetables are arriving, except potatoes. Dealers look for \$3 potatoes before spring, market being sparsely supplied. The crop

is poor in certain sections. Pork is higher advancing from \$25.50 to \$28.00. Lard is following with a stronger tone. Compound is 11¼ to 12c, and pure 15 to 15½c. Ontario flour is up \$6.10. Rolled oats are easier, price firmer, market rising \$4.50 to \$4.75. Currants show a discouraging outlook and have advanced to 11 and 11¼c. Molasses is strong at 53; cream tartar is also strengthening. Butter is higher, dairy being 27 to 28c, and creamery 32 to 34c. Potatoes are \$1.80 to \$2.00 per barrel.

Produce and Provisions—			
Bacon, breakfast, per lb.	0 22	0 23	
Bacon, roll, per lb.	...	0 17	
Beef, corned, 1's	2 90	3 35	
Pork, American clear, per bbl.	25 50	28 00	
Butter, dairy, per lb.	0 27	0 28	
Butter, creamery, per lb.	0 32	0 34	
Eggs	0 28	0 30	
Lard, compound, per lb.	0 11½	0 12	
Lard, pure, per lb.	0 15	0 15½	
Cheese, new	0 15¼	0 16¼	
Flour and Cereals—			
Cornmeal, ordinary	5 75		
Flour, Manitoba, per bbl.	6 60		
Flour, Ontario	6 10		
Rolls oats, per bbl.	6 09		
Potatoes, bbl.	0 90	1 00	
Fresh Fruits and Vegetables—			
Apples, bbl.	3 50	4 00	
Lemons, Messina, box	4 50	4 50	
Oranges, Val., case	4 00	5 50	
Potatoes, bbls.	1 80	2 00	
Sugar—			
Standard granulated	6 15	6 25	
United Empire	6 05	6 15	
Bright yellow	5 95	6 05	
No. 1 yellow	5 75	5 85	
Paris lumps	...	7 25	
Lemons, Messina, box	
Beans, hand-picked, bush	3 70	3 75	
Beans, yellow eyes, per bush	3 30	3 85	
Canned pork and beans, per case	2 50	2 90	
Molasses, Barbadoes, gal.	0 52	0 53	
Cream of tartar, per lb., bulk	0 55	0 58	
Currants	0 11	0 11¼	
Rice, per cwt.	4 25	4 50	

THE HANDLING OF FOODS

Under the head of "Do Not Handle Foods," Dr. Hastings, medical health officer, Toronto, writes:—

Have you ever stopped to think how little is earned and how much loss is caused by the unnecessary and filthy habit of handling other people's foods?

Ordinarily our hands are none too clean, and especially so while on a marketing trip.

I object to eat what you handle or taste, and if you don't object to eat what I handle or taste, at least you should.

If you had some food article to sell, would you allow other people to handle or taste it? If you would, you should not.

Don't handle or taste the food products of the dealer and possibly defeat a sale.

Patronize and encourage the dealer who protects his foodstuffs.

Meat, poultry and fish cannot be expected to be good and fresh if exposed for sale without ice or other refrigeration and without screens, and especially after frequent handling or carting about on the streets.

If you buy any questionable food products, please report promptly to the food inspectors of the Department of Public Health.

Don't forget that typhoid fever may be caused by fresh but dirty vegetables usually eaten in the raw or natural state. Carefully wash all vegetables and fruits

usually eaten in the raw state, with pure, clean running water.

Dogs should not be tolerated in stores or markets.

The only safe meat is that inspected and passed by the Government, but the Government inspection stamp is no guarantee against careless handling; therefore insist that all unnecessary handling of meats and foods be done away with.

SCIENTIFIC KNOWLEDGE

It seems incredible that an echo could in any circumstances be louder than the sound that produced it; but under certain rather peculiar conditions this is the case. When a revolver is fired from an aeroplane or a balloon the report is sharp, but not so loud as it would be if the weapon were discharged on the surface of the earth. If the aircraft is up something like 2,000 feet or more, there will be a few seconds of silence after the revolver has been fired, and then a roar or deep rumble will rise up from the earth. If an explosive is lowered from the basket of the balloon until it hangs a hundred feet below, and it is discharged by an electric spark from a battery in the hands of one of the aeronauts, there will come to the ears of those above a report like a revolver shot—and then after a few seconds of silence a peal of the loudest thunder ever heard will follow. There is no solid background about or above the balloonists to produce a rebound of the atmospheric sound wave, and the air is more dense below. Thus when the sound waves penetrate the denser lower strata of air and then the solid earth, the echo produced seems to the ear of the occupants of the balloon far louder than the original sound.

Dollar Tomatoes in the U.S.

The Canner and Dried Fruit Packer.

Admitting that the estimates of the tomato pack are approximately correct, as the Canner believes they are, "dollar tomatoes" appear to be more than a possibility. The current estimates make a dollar a dozen for standard No. 3s a probability—as many will say, a certainty.

Last year's pack totaled for the whole country 15,222,000 cases; the year before, 14,206,000 cases; the year before that, 14,022,000 cases, an average for the last three years of 14,483,000 cases.

If, then, this year's pack totals 8,000,000 cases, which seems a liberal estimate to place upon the 1915 output, the dollar mark for tomatoes seems about as certain as sunrise.

Tomato canners have gone through a long, lean period. As manufacturers of a great staple food product they are entitled to a decent profit. Unless something happens in the tomato and corn market this winter they will get it, or we miss our guess.

CURRENT NEWS

(Continued from page 29.)

Ontario

The St. Croix Soap Mfg. Co., and John Taylor Co., soap manufacturers, have moved their Toronto offices to 12 Wellington street, east.

C. B. Dunke, a Berlin, Ont., grocer, had the misfortune to break his arm last week. He is, however, about the store as usual. "Back from the trenches" is the way he explains it.

H. D. Ovenden, who was secretary of the late Welland Co-operative Society, Welland, Ont., has reopened the store until recently occupied by the society in East Main street, as a general grocery business under his own name.

Many grocers in London are disposing of their horses and wagons and buying autos for delivering their goods. Among them are T. A. Rowat & Co., Dan Carter, Hoekins Bros., and Robt. Dunst. The high price of hay and oats has been one of the reasons for the change.

Canadian meat packers will tender on dressed beef for the British War Office. A conference of them was held at Ottawa last week with Government officials to determine upon the basis of operation for the tenders. Among those present at the conference were: E. C. Fox, Wm. Davies Co.; R. N. Watt, Wm. Davies Co.; J. S. McLean, Harris Abattoir Co.; C. S. Blackwell, Matthews, Blackwell; John Taylor, Gunns; F. M. Moffatt, Gunns; W. E. Matthews, Matthews, Blackwell; L. A. Meeker, Armour & Co.; Robert C. Fearman, F. W. Fearman & Co.; P. Burns, Calgary; Campbell, Laing, Montreal Abattoirs; O. W. Waller, Swift Canadian Co.; D. Chisholm, Property Commissioner, Toronto; C. H. Sumner, the Ingersoll Packing Co.; A. G. Wilson, the Ingersoll Packing Co.; J. T. Gordon, Winnipeg; D. W. Wright, Municipal Abattoir, Toronto; J. I. Gallagher, Winnipeg; A. G. Gainer, Edmonton.

Western Canada

Sevens & Quelch, grocers, Buttrick, Sask., are succeeded by S. D. Holker.

W. C. Norris, Nokomis, Sask., is succeeded by W. H. Leise.

R. Fraser has purchased the general store business of McDonald, McGillivray of Clinton, B.C.

The Saskatchewan Board of Governors of the Canadian Credit Men's Association held their last meeting in Moose Jaw on October 19th.

J. J. Codville, for some years with Wm. Georgeson, now of Calgary, but formerly wholesale grocers in Winnipeg, dropped dead recently while on a trip to Liverpool, England. The wholesale firm was originally Codville & Georgeson, later Codville & Company. Mr. Codville for long was the directing head of the firm, but of late years has taken a less active interest in the business. Mr. Codville was a resident of Ottawa.



FRUIT AND VEGETABLES



Apples Firmer: Onions Higher

Strong Demand for Latter—Quinces Selling Well on Both Markets—Potatoes Once More Advance—Hot Weather Hits Vegetable Business

MONTREAL

FRUIT.—The newest thing on the market is quinces, which are quoted 50c for 11-qt. baskets. There is little demand for coconuts. Important feature of market is strengthening of apples, especially Fameuse and McIntosh Reds. For No. 1's, these are offered at 5.50, but an advance is expected. Public are beginning to buy grape fruit, which are quoted 3.50 to 4.00 per crate. Cranberries are slow, but an advance is expected on account of the strong apple market, both being used for sauces. There is a decline in blue grapes, which are plentiful, and are quoted at 18-20c per 6-qt. basket. They will last until the end of this month. There is no change in Tokays. Preserving peaches, in 11-qt. baskets, are up to 40-50c, and boxes are selling at 1.00. There are no more Quebec plums on the market, and cantaloupes are done. Preserving plums remain about the same—20-30c per gal. Porto Rico oranges have arrived, offered at 3.00 per box.

Apples—	
Fameuse, No. 1's	5 50
Alexanders, No. 1's, bbl.	3 00
Wealthy, No. 1's	3 50
Calvert	0 25
McIntosh Reds	1 75
Starks	4 00
Spies	4 50
Ben Davis	3 75
Russets	4 00
Bananas bunches	2 00
Cranberries, bbl.	9 00
Grapefruit, 46-54-64-80-96	3 50
Grapes, blue, 6 qt. baskets	0 18
Grapes, Tokay, crate, 4 baskets	2 25
Lemons—	
Verdillies	3 25
Oranges—	
Valencias, Cal. late 126-250	6 00
Jamaica, 196-390-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Peaches, preserving basket, 11-qt.	0 40
Peaches, box	1 00
Pears, box	3 25
Plums, preserving, gallon	0 20
Plums, table, box 4 baskets	1 75

the cause of the advance then was due to heavy shipping to the United States. Montreal head lettuce is up to 60c per doz. Tomatoes are still firm, and in boxes are quoted at 1.75. Hothouse tomatoes have advanced to 18c. Cabbages are offered at 25-35c per doz., and as shipping to the United States is taking place, prices may go higher. The market is glutted with celery, and the price has fallen to 25-50c doz.; the quality is fine. Montreal cucumbers are offered at 50c per basket of eighteen; Boston cucumbers are quoted 1.25 per doz. They are getting scarce here. Egg plants are done, and will now be brought from the States. Curly lettuce is up slightly, to 3 doz. for 75c. Brussels sprouts are new on this market, quoted, for Western stuff, at 15c per qt., and Montreal sprouts at 1.00 per doz. sticks.

Beets, bag	0 50	0 75
Beans, wax, N.Y., per basket	3 00	3 00
Beans, green, N.Y., per basket	3 00	0 15
Brussels sprouts, qt.	0 25	0 35
Cabbage, Montreal, per doz.	0 25	0 40
Cabbage, red, doz.	0 50	0 75
Carrots, bag	0 50	0 75
Cauliflower, Canadian, doz.	0 75	2 00
Celery, Montreal, doz.	0 25	0 50
Cucumbers, fancy, Boston, doz.	1 50	0 50
Cucumbers, Montreal, basket	0 15	1 00
Egg plant, doz.	0 15	0 10
Leeks, bunch	0 10	0 60
Head lettuce, Montreal, doz.	0 60	1 60
Head lettuce, Boston, box	1 60	0 75
Curly lettuce, 3 doz.	0 75	
Onions—		
Montreal, bag	1 50	1 00
Parsnips, bag	0 50	0 15
Parsley, Canadian, doz. bunches	0 15	0 40
Peppers, 11-qt. basket	0 40	0 50
Potatoes—		
Montreal, new, bag	1 00	1 15
New Brunswick, bag	1 15	1 50
Sweet, hamper	1 50	0 15
Radishes, doz.	0 15	0 20
Rhubarb, hothouse, doz.	0 15	0 50
Spinach, Canadian, box	0 50	1 00
Turnips, bag	0 50	0 18
Tomatoes, hothouse, lb.	2 00	1 75
Tomatoes, Montreal, box	1 75	1 00
Pumpkins, doz.	0 50	1 00
Squash, doz.	0 50	0 40
Vegetable marrows, doz.	0 40	0 30
Watercress, Canadian, doz.	0 30	

TORONTO

VEGETABLES.—Market for potatoes is still very firm. Montreal potatoes are quoted at 1.00 per bag, and New Brunswicks at 1.15. A grower from N.B. writes that the price will be higher, and advises dealers here to buy at once. The crop is also reported short in the States, and dealers from that country are buying in New Brunswick. The public also, are buying heavily, fearing that prices will go up again. Three years ago, prices were just as high as they are to-day, but

FRUIT.—Some McIntosh reds are now on the market, and are selling for 75 to 80c a basket. Cantaloupes have had a good run but are pretty well cleaned up now. Peaches show a markedly higher tendency and we quote all the way from 40 to 80c. Plums, on the other hand, are easier. Demand is good but there are lots so that prices are down. Cranberries remain firm and are worth all of \$9. There are few around at this

time. Lemons are a quarter higher on a firm and continuous demand. Grape fruit is up again, there isn't a super-abundance anyway. Business all round is better and quality is no doubt contributing to this. It is much better than it has been.

Apples, new, bbl.	2 50	4 00
Apples, 11-qt. basket	0 15	0 30
Apples, McIntosh Reds, basket	0 75	0 80
Apples, crab	0 40	0 50
Bananas, per bunch	1 25	2 00
Coconuts, sack	4 50	5 00
Cranberries, bbl.	8 75	9 00
Grapefruit—		
Jamaica, case	5 25	5 50
Grapes, Tokay, case	1 85	2 00
Can. 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	5 00	6 00
Jamaica, case	3 75	4 00
Lemons, new, Verdelli, box	4 00	4 50
Limes, per 100	1 25	1 50
Peaches, Can., 11-qt.	0 40	0 80
Peaches, Can., 6-qt.	0 30	0 50
Pears—		
California, Bartlett, box	2 75	3 00
Canadian, 11 qt. basket	0 50	0 70
Plums, Canadian, large basket	0 20	0 35
Quinces, 11-qt. basket	0 50	0 60

VEGETABLES.—Potatoes are the interesting spot in this market. Once more they are higher and we now quote \$1.35 for both Ontarios and Delawares. Tomatoes are coming in fairly freely, but demand is weak and our prices are unaltered. Onions are up another 25c this week on a very strong demand.

Vegetable marrow, too, is firmer as it is getting cleaned up. Celery appears to be a trifle easier; there is no call for it. Cabbage is up a trifle. All round business is not so good this week; the hot weather does not help any, and it has come again just when fall demand was speeding up.

Beets, Canadian, bag	0 55	0 60
Beans, basket	0 40	0 50
Cabbage, new, doz.	0 40	0 45
Carrots, new, basket	0 25	0 35
Celery, doz.	0 25	0 30
Cucumbers—		
Canadian outdoor, basket, 11 qts.	0 20	0 35
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 40	1 45
Spanish, case	3 75	4 00
Green peppers, basket	0 25	0 35
Peppers, red	0 35	0 40
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 25	1 40
Parsnips, 11 qt.	0 30	0 35
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, 11-qt. basket	0 20	0 25
Vegetable marrow	0 25	0 35
Summer squash	0 25	0 30

WINNIPEG

FRUITS AND VEGETABLES.—Potatoes are steadily advancing in price, and can be got in loads at 60c a bushel; car (Continued on page 39.)



FISH AND OYSTERS



Fresh Halibut Selling Again

Finds a New Lease of Life in Toronto—No Fresh Eastern Salmon Selling, Scarce in Both Markets—Unseasonable Weather Hampers Trade.

MONTREAL

FISH.—Unseasonable weather is responsible for a lull in the fish trade. Although the demand keeps fairly steady the warm weather has a bad effect on some lines of fresh fish, but helps other lines. In a general way, however, cool weather is welcomed by the fish trade. The line suffering particularly just now is oysters. The demand had started fairly well, and good results were expected; but unseasonable weather interfered. The shell oyster trade particularly has suffered. This, coupled with the general depression, has awakened the producers to the fact that they should not overload the market this season. Already, prices of good Malpeques have declined under last year's prices, and as there is no sign of an improvement, it would not be surprising to see a further decline. There is an improvement in supplies of haddock, codfish, finnan haddies, fillets and so forth. Cured herrings, such as bloaters and kippers, are not over plentiful, and prices are fully maintained. As Manitoban lake fishing is closed, very little dore, pickerel or pike will be available this week. Whitefish is also getting scarcer, with a good demand and higher prices. Dressed bullheads have arrived in large quantities and find a ready sale; prospects are for good yields until the end of the month. Lobsters remain on the "high cost of living" list. Halibut from the Pacific Coast has advanced a cent per lb. salmon is also a scarce article; happily there are good supplies of frozen, which are answering the purpose for the moment.

TORONTO

FISH AND OYSTERS.—Fresh halibut has come in again at old prices and for the moment there is more of that selling than the frozen. We quote 10 to 12c on frozen; both are obtained there, though 12c is asked and gotten often. There is no mackerel selling now: we have removed our quotation. Salmon is finding a big demand. Fresh salmon: Eastern stuff is conspicuous by its absence, though, and Western is getting the business. Oysters keep well up in

sales, the hotel trade showing a good increase over last year, it is said. Lobster at 45c is firm, because there isn't a great deal around. Smoked lines have their usual quota of business. Trade generally is good, and retailers are taking bigger orders than used to be their habit.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 3½-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.11	.12
Haddies, Nibbe, boneless, per lb.	.09
Herring, Ciscos, per lb.	.16
St. John bloaters, 100 in box	1.20	1.25
Yarmouth bloaters, 60 in box	1.25	1.25
Smoked herrings, medium, box	.16
Smoked boneless herrings, 10-lb. box	1.50
Kipperd herrings, selected, 60 in box	1.30	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12
Red, Cohoes or silvers, per lb.	.08½-.09	.12
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.10	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.07½-.08	.12
Haddock, medium and large, lb.	.04½-.05	.06
Market codfish, per lb.	.03½
Steak codfish, per lb.	.05½-.06	.08
Canadian sole, per lb.	.06
Blue fish, per lb.	.15-.16
Smelts	.09	.12
Herrings, per 100 count	2.00	3.00
Round pike	.06
Grass pike	.06½
Swordfish, lb.	.09

DRIED AND PREPARED FISH.

Dried Haddock	6 00	7 60
Dried codfish, medium and small, 100 lbs.	6 50	6 00
Dried hake, medium and large, 100 lbs.	5 50	6 00
Dried pollock, medium and large, 100 lbs.	5 00	5 00
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 08	0 16
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 12
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each.	0 40	0 40
Sealed, best select, quart cans, each.	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	12 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	8 00	8 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12-13	12-14
Haddock, fancy, express, lb.	5½-6
Mackerel, medium, each	11-15
Steak, cod, fancy express, lb.	5½-6
Herrings, each	3	2
Flounders	5	0
Salmon, Western	14-15	10-12
Salmon, Eastern	14-15	16-18

FRESH LAKE FISH.

Carp, lb.	0 09
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12

Dressed bullheads	0 12
Eels, lb.	0 08	6 08
Dore	0 10½-11	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small, tuibes, lb.	.06½-.06	.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-.13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C. bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, im'td milkers, hf bbls	8 00
Holland herrings, im'td milkers, kegs.	0 95	85-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	0 85	70-0 95
Lochfyne herrings, box	1 35
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	8 00	10 00
Green cod, No. 2, bbls.	6 00	8 50

WINNIPEG

FISH AND POULTRY.—Fish and oysters are steady in price and in fair demand. Ducks and geese are cheaper, and the demand for all lines of poultry is quiet. Local supplies seem ample for the market, and importations this year are likely to be insignificant.

Fresh salmon	0 14
Fresh halibut	0 09
Pickled	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08½
Kippers, per box	0 75
Lake trout, per lb.	1 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goideyes, dozen	0 50
Oysters, gallon	2 50
Oysters, 3-gallon tins	7 00

Poultry—

Live—	
Fo w.l.	0 11
Roosters	0 09
Chickens	0 16
Turkeys	0 12
Ducks	0 10
Ducklings	0 12
Geese	0 10

A VERY USEFUL PAPER

MacLean Publishing Co.

Dear Sirs:—Enclosed find cheque for \$2.00 for another year's subscription for the CANADIAN GROCER, which I find very useful and would not like to do without it.

Yours truly,

D. TURNER,

Cor. Cannon and Bellevue,
Hamilton, Ont., Oct. 12, 1915.



PRODUCE AND PROVISIONS



Lard Prices Advance

Eggs Up a Full Cent in Toronto—Lard Increases Even More—Butter Firm and Export Demand Heavy—Cheese Prices Firmer and Some Advances are Made.

MONTREAL

PROVISIONS.—The feature of the market is a further advance in both pure and compound lard. Pure lard jumped a cent per pound, following the lead of Chicago, which market became erratic following developments in the Balkans. Compound lard advanced in sympathy, but not to the same extent as pure lard. The hog market remains fairly steady.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 25	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 23	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		
Heavy short cut mess	Per bbl.	26 00
Heavy short cut clear	26 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14½	
Tubs, 50 lbs. net	0 15½	
Boxes, 50 lbs. net	0 14½	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15½	
Cases, 10 lbs. tins, 60 in case	0 16½	
Cases, 3 and 5 lb. tins, 60 in case	0 17	
Bricks, 1 lb., each	0 11	
Lard, Compound—		
Tierces, 375 lbs. net	0 11½	
Tubs, 50 lbs. net	0 11½	
Boxes, 50 lbs. net	0 11½	
Pails, wood, 20 lbs. gross	0 11½	
Pails, tin, 20 lbs. gross	0 11½	
Cases, 10 lb. tins, 60 in case	0 12½	
Cases, 3 and 5 lb. tins, 60 in case	0 12½	
Bricks, 1 lb., each	0 13½	
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—Finest creamery advanced a further cent per lb. this week. The strong market is due to the fact that receipts are away behind those of last year, and there is a good export demand. It is stated that five thousand packages were exported last week. The shortage in receipts this year amounted to 30,000 packages some time ago, but has now fallen to 11,085.

Butter		
Finest creamery	0 34	
Dairy prints	0 26	
Dairy, solids	0 24	
Separator prints	0 23	
Bakers	0 21	

CHEESE.—There are no changes in cheese quotations this week. There has

been some excitement in the market on account of keen competition between exporters, and prices at country boards were bid away up.

Cheese—		
Old make		0 18
Stilton	0 17	0 18
New make	0 15	0 16

EGGS.—No changes were made this week, but the tone of the market remains firm. The demand for strictly new-laid is in excess of supply, and it would not be surprising to see further advances in the near future.

Eggs, case lots—		
New laid, stamped	0 37	
Selects	0 32	
No. 1's	0 28	
No. 2's	0 19	

POULTRY.—There has been a drop in the price of small fowl, now quoted at 12-13c. This is attributed to light demand. On the other hand there is a good demand for large live fowl. Fat ducks are also selling well, but the majority coming on the market are thin and poor. Milk-fed chickens are bringing full quotations, but there is still difficulty in getting them. The majority of this class of stuff is hardly fit to kill. Business generally in poultry is quiet.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Turkeys, fancy	0 21	0 25
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 19
Roasting chicken, milkfed, 3-3½ lbs.	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 19
Fowl, small	0 12	0 13
Turkeys	0 19	0 20
Ducks	0 14	
Geese	0 09	0 10
Chicken	0 13	0 14

HONEY. Dealers have now got prices in the country down to a basis where they say they can afford to buy, and are bringing in supplies. There is still a lot of old honey on the market, however.

Honey—		
Blackwheat, tins	0 07	
Strained clover, 50-lb. tins	0 10½	
Strained clover, in 10 lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11½	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

Receipts in Montreal

	Butter, Boxes	Cheese, Boxes	Eggs, Cases
Week ending Oct. 16, 1915	12,018	53,714	24,182
Week ending Oct. 17, 1914	8,411	58,292	3,954

TORONTO

PROVISIONS.—The high spot in this market this week is lard. Prices are up a full cent from our last quotations, and at that are very firm. We quote pure lard in tubs at 12½ to 13c. The reason is a big demand and a more-or-less scarcity of supplies to meet it. Meats are unchanged, though there is a marked strength in bacons and hams.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18½	0 19
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13	0 13½
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 350 lbs. net	0 12½	0 13½
Tubs, 50 lbs. net	0 12½	0 13½
Pails, wood, 20 lbs. gross	0 13	0 13½
Pails, tin, 20 lbs. gross	0 13	0 13½
Bricks, 1 lb., each	0 13	0 13½
Lard, Compound—		
Tierces, 375 lbs. net	0 10	0 10½
Tubs, 50 lbs. net	0 11	0 11½
Pails, 20 lbs., per lb.	0 11½	0 12½
Hogs—		
Dressed, per cwt.		9 85
Live, per cwt. off cars		13 50

BUTTER.—The market is sound and firm. There is a tendency for more dairy to come now, because people will quit sending to creameries and to cheese factories and make dairy butter. There is a good quality butter coming in now and we quote this under the name of "Separator Dairies," choice, at 28 to 30c. Creamery gets a good call. There is considerable export going on just now.

Butter—		
Creamery prints, fresh made	0 31	0 32
Separator dairy, choice	0 28	0 30
Dairy prints, choice, lb.	0 26	0 27
Dairy solids, lb.	0 23	0 25
Bakers	0 22	0 23

CHEESE.—The shortage of stocks in Liverpool is responsible for increased shortage again and the market here is up anywhere from 1½c to 1c. It looks as if it will go higher, the big export demand stiffening up levels, and it does not look as if there were any immediate reason for export demand lightening. We quote 16¾ to 17c for large.

CHEESE—

Large, per lb.	0 16 1/4	6 17
Twins, per lb.	6 16	6 17 1/4

EGGS. The egg market once more has advanced, and we quote 36 to 40c for cartons, while strictly new-laid are very hard to get. There are lots of "held-fresh" coming, but many producers are up to their old game of holding back and many of the professed new-laid won't grade as such. The producer obviously figures that higher prices are in the offing. The storage situation is sound, and there is heavy export going on, all of which makes for a firm market. The American situation, too, tends to strengthen rather than ease. America consumed half its excess supplies last month and it looks as if by the end of October the excess will be entirely wiped out. It looks, from a distance, as if we will see higher levels in a short time.

Eggs—		
Specials (in cartons), doz.	0 36	0 40
No. 1s (straight new laid)	0 32	0 33
No. 1, straight storage	0 30	0 31
No. 2	0 23	0 26

POULTRY.—There is nothing new either in prices or in sentiment. The market gets busier, that's all. Ducklings are finding a ready market.

Poultry—	Live.	Dressed.
Old fowl, pound	0 07—0 10	0 15—0 16
Spring broilers	0 11—0 12	0 18—0 20
Old turkeys	0 11—0 12	0 17—0 21
Ducklings	0 10—0 11	0 16—0 17

HONEY.—There is nothing new in this market. Business, after last week's brightening, has settled down again to its jog-trot.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10 1/4
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/2
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.

Prices on best grades of creamery and dairy butter are 1c higher, and the market is firm. Eggs are also firm, and likely to advance any day. Ontario cheese is 1c higher, and Manitoba now so scarce as to be not worth quoting. Meats and lard are cheap, considering the price of hogs, but shipments from the States keep prices down to present levels.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light	0 19	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	
Lard—		
Threes	0 12 1/4	
Fails	2 62	
Cases, 5s	8 62	
Cases, 3s	8 10	

BUTTER.—

Butter—		
Creamery	0 30	0 32
Best dairy	0 19	0 25
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 fresh	0 26	0 26
Straight receipts	0 20	0 22

CHEESE.—

Cheese—		
New, large	0 17	
New, twins	0 17 1/4	

FRUIT AND VEGETABLES

(Continued from page 36.)

lots 55c. Garlic is now selling at 25c per lb. There are no changes in fruits. The market is well supplied with such varieties as are obtainable, and wholesale fruit merchants are well satisfied with business. The potato crop has been a great disappointment to growers; the tubers are small and not likely to store well.

Fresh Fruits—		
Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 27	0 27
Ontario pears, per basket	0 40	0 60
Tokay grapes, case	2 50	
Valencia orange, case	6 00	6 75
California lemons	5 00	5 50
Cocoanuts, dozen		1 00
Plums, case	0 75	1 10
Bananas, bunches	2 50	3 60
Cranberries, Cape Cod, bbl.		11 00

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 00 1/2	
Mint, per dozen	0 20	
Radishes, per dozen	0 10	
Onions, per dozen	0 10	
Cabbage, per lb.	0 15	
Parsley, dozen	0 00 1/2	
Peppers, per basket	0 75	
Mushrooms	0 25	
Carrots, per pound	0 01	
Head lettuce, dozen	0 40	
Cucumbers, per dozen	0 75	
Cauliflower, per dozen	1 50	
Garlic, lb.	0 25	
Potatoes, bushel	0 60	
Turnips, bushel	0 45	

POTATO MARKET STILL FIRM

MONTREAL, Oct. 21.—The potato market still attracts interest, prices continuing high. The opinion of a local wholesaler is expressed in these words: "People have gone crazy on potatoes—both farmers and buyers. The market has been jumping at the rate of five and ten cents per day, and it looks as if it cannot be stopped. Our opinion is that they will overdo it, and the market will take a fearful drop. We have been making sales of Green Mountains at 1.20 and 1.30. Ontario buyers are responsible for putting the market up. They came into the market, their own crop being short, and put prices up themselves. We hear there are hundreds of cars of potatoes standing on tracks in Toronto. Ontario buyers should have gone into the market quietly. The man who wanted three or four cars went in and bought seven or eight; that's what has put the market where it is."

We shall have to wait to see whether this view of the situation is correct or not.

On the Prince Edward Island situation, a large shipper writing this week states: "We regret that at present we are unable to offer either Green Mountains or Dakota Reds. Our potato crop is short, the season is late, and the late varieties are not dug yet. On account of the scarcity and anticipation of higher prices later on, farmers are inclined to hold their deliveries."

WOULD MEAN ADVANCE IN CANADIAN MEATS

The entire possible output of canned meats in Canada for the next six months has been tendered to the British War Office by Hon. Martin Burrell, Minister of Agriculture, through Sir George Percy, Acting High Commissioner.

Mr. Burrell has been inquiring about the live stock situation and the offer follows this investigation. At the present time negotiations are in progress with reference to the shipment of dressed beef, and an announcement is expected shortly. A stimulus to the Canadian markets would result from the acceptance of the offer to the War Office.

NATIONAL SUPPLY COMPANY'S METHOD

(Continued from page 20.)

kind of tea, rolled oats, baking powder, etc., the concern has a mind to send him. And a very important point is that the National Supply Co. does nothing to maintain the communities from which it draws its money, which makes it all the harder for everybody—including its customers—because money leaves for distant towns where it is spent.

FARMER MERCHANT'S MAIL ORDER VIEWS

(Continued from page 22.)

ciations, in which the farmers combine and buy of the wholesaler in carload lots and parcel it out among themselves at no profit, and without expenses for taxes, rent, insurance or clerk hire. I know of a case in which they purchase flour at carload rates, even though they go to the mill and get it a sack at a time. They have it charged to the Farmers' Equity Association and get it 20 cents a sack cheaper than it can be purchased at the mill or stores for cash.

That is what I call a hard proposition for merchants. The farmers have at last found the power of united buying and selling, and how the merchant is going to live without doing likewise is beyond my knowledge. I believe the farmer likes his merchant and is willing to make a square deal with him, but it must be square. I am not a mail order man, except when compelled to be by high profits piled up by home talent. When I can save from one-half to one-third by buying away from home, it is my duty to protect myself, just as it is the duty of every man to protect himself.

I have tried to look this thing squarely in the face, and hope I have given a true presentation of the situation.

D. J. WOOD.

Jefferson Co.



FLOUR AND CEREALS



Flour Situation Firmer

Ontario Flour Shows Increase—Manitoba Strong and May Be Higher — Rolled Oats in Demand—Feeds Steady and Unchanged

MONTREAL

FLOUR. The rapid advance in the wheat market last week had the effect of bringing in the orders which retailers have been holding back for several months until the flour market should reach the bottom. Many of them believe the bottom has been reached, and are keeping the mills going full tilt with their orders. On Monday the market declined three cents, and another decline was expected later in the week. This will temporarily prevent an advance in Manitobas. There was a scramble by some bakers for old Manitobas early in the week, as they were experiencing difficulty with some of the new flour. Their complaint was that it flopped down as soon as it reached the oven, yet apparently worked splendidly up to that point. This was surprising to the trade who had found the new Manitoba wheat the finest they had ever seen. Dealers who held old Manitobas were clearing it out a week ago cheap, not wishing to have it left on their hands when the new was showing such promise. When the bakers began to hold on to their supplies, and to demand better prices. The above difficulty of the bakers is explained by the big millers by the fact that new wheat flour always gives trouble for the first six weeks, as it is not completely aged. They are advising bakers how to treat the flour until it has become properly aged.

The rising wheat market, which kept the Ontario farmers in the fields, and the good demand for export, brought about a strong market for Ontarios. Dealers claim they have had practically no offers for some time, and never saw the market so bare. Prices are slightly higher, but buyers are inclined to be shy.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	5 85	
Second patents	5 35	
Strong bakers	5 15	
Flour in cotton sacks, 10 cents per barrel more.		
		Car	Small
Winter Wheat Flour—		lots.	lots.
Fancy patents	5 45	5 70
90 per cent. in wood	4 90	5 00
90 per cent. in bags		5 30

CEREALS.—There have been declines in the price of rye flour on account of the large new crop arriving on the mar-

ket, and quotations to the dealer are now 2.80 per bag of 98 lbs. On account of advances in the price of oats and wheat, the market for rolled oats is much firmer, and advances are probable if the price of raw materials continues to advance as it did last week. However, dealers are not buying heavily, continuing hand to mouth.

Cornmeal—		Per 98-lb. sack	
Gold dust	2 50	
Unbolted	2 15	
Rolled Oats—	90's in jute.	
Small lots	2 40	2 50
25 bags or more		2 30
Packages, case	3 90	4 00
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—	100-lb. bbls.	
Small lots	4 00	
Hominy, per 98 lb. sack	2 75	
Corn flour, bag	2 70	
Rye flour, bag	2 80	
Barley, pot	2 90	

FEEDS.—If the price of wheat continues to advance as it did last week, the price of feeds will certainly go up; in fact, advances were announced by the mills this week on mixed chops, crushed oats, chop oats, barley chop, feed oats and feed wheat. On the other hand, there were declines in the cases of bran and middlings, brought about by cutting of prices by outside mills. Bran is now quoted at \$22, the lowest it has been for a long time, and middlings at \$28. The demand is not so heavy as it was a few weeks ago.

Mill Feeds		Per ton	
Bran	22 00	
Shorts	25 10	
Middlings	28 00	
Wheat moulee	29 00	
Feed flour, bag	1 87½	
Mixed chops, ton	31 00	
Crushed oats, ton	32 00	
Barley, pot, 98 lbs.	2 85	
Oats, chop, ton	32 00	
Barley chop, ton	31 00	
Feed oats, cleaned, Manitoba, bush	0 53	
Feed wheat, bag	1 70	

TORONTO

FLOUR.—Prices on Ontario winter wheat flour have stiffened some this week. Some millers are selling at \$3.60, but some are getting as high as \$4, as our range shows. The firmness was due alike to a strong export demand and the advances in the wheat market. Domestic business in this line is by no means heavy.

Manitobas show no increase but the tone is now more healthy. There has been a very strong call for old Manitobas, more so than for new, because the

quality of the former was higher. Still, all are firm. Buyers had held off, supposing levels would drop, but the wheat market this last few days went the other way and there was a rush of orders on flour as a result. Only the fact that the wheat market shaded a little stopped an advance in Manitoba flour quotations. Buying is distinctly good, and a firm tone has been imparted to the market.

Manitoba Wheat Flour—		Small Car lots. per bbl. per bbl.	
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.		
Ontario winter wheat flour 90 per cent.		
(Board of Trade quotation) car lots	3 60	4 00

CEREALS.—The outstanding feature of this market is the firmness in rolled oats, consequent upon the general cereal situation gaining strength. We quote no advance at this writing but understand that one is not improbable if raw material keeps firm and shows a higher tendency.

Barley, pearl, 98 lbs.	5 00
Buckwheat, grits, 98 lbs.	4 15
Corn flour, 98 lbs.	2 65
Cornmeal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	2 50
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	2 75
Oatmeal, granulated, 98 lbs.	2 75
Peas, Canadian, boiling, bush.	2 45
Peas, split, 98 lbs.	2 50
Rolled oats, 90-lb. bags	2 40
Rye flour, 98 lbs.	2 80
Whole wheat flour, 98 lbs.	2 50
Wheatflats, 98 lbs.	2 85

FEEDS.—These continue fairly easy. Most buying has been done and demand is not heavy. The firmness in kindred markets implies a little strength but this is more sentimental than actual.

Mill Feeds—		Mixed cars, per ton	
Bran	22 00	22 00
Shorts	24 00	24 00
Middlings	25 00	25 00
Feed flour, per bag	1 50	1 55
Oats—			
No. 3, Ontario, outside points	0 35	0 37

WINNIPEG

FLOUR AND CEREALS.—There has been a sharp advance in wheat during the week, but millers do not consider putting up the price of flour unless the market settles at a higher figure. Both export and domestic trades are on the quiet side.

Flour—		per sack 98 lbs.	
First patents	2 90	
Bakers, per sack 98 lbs.	2 65	
First clears	2 90	
Second clears	1 75	
Rolled oats, 80 lbs.	2 30	
Standard granulated oatmeal, 98 lbs.	2 80	

Stock the Popular TILLSON'S OATS

WITH THE CHINA PREMIUM

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Not a Flake Broken



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THAT'S one beauty of Tillson's Oats.

Every flake is whole.

That's why porridge made from Tillson's Oats doesn't come to the table a sticky, jellied mass; but instead, as inviting to the eye as it is tasty to the palate and nourishing to the body.

Every flake is as thin as it can be rolled without breaking it.

That's why Tillson's Oats are cooked thoroughly in 15 minutes—no more. No all-night cooking, as it used to be with the old-fashioned oatmeal. No half raw porridge due to imperfectly rolled oats.

If you ever found porridge hard to digest it was because you made it from rolled oats containing coarse and fine particles, some of which were not cooked through.

Compare Tillson's Oats with any others that you have been in the habit of using, and you will see and taste the difference.

Try them tomorrow.

Tillson's Oats

Your grocer has Tillson's. Two sizes—10c and 25c. Each 25c package contains a handsome piece of English Porcelain Tableware.

Canadian Cereal and Flour Mills Co., Limited

CABLE ADDRESS "CANCEREAL"

TORONTO, CAN.



All that advertising can do for a product

all that quality, purity and cleanliness in manufacture, these qualities are most successfully combined in

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

made right here in Canada from the choicest of Manitoba Hard Wheat, in the most sanitary and scrupulously clean factory you could desire. Advertised extensively the country over.

Little wonder an extensive demand has been created for these quality brands. Why not make sure the folk in your locality know you can supply them by putting in an attractive display now?

Order from your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case,	
weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case,	
weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case,	
weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case,	
weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case,	
weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case,	
weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case,	
weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case,	
weight 80 lbs.	9 50

ROYAL BAKING POWDER.

Size.	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00

Per case

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	
	Per doz.
Strawberry, 1914 pack.	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10
Aylmer Pure Jellies.	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85
Aylmer 14's and 30's per lb.		

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.
100 books and over, each 0 03½
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, ¼ cent.

CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising)	
2 doz. to case, weight 70 lbs.	\$3 06
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 50
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	6 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
---	------

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

Made in Canada



Self-rising
**PANCAKE
 FLOUR**

eliminates the degree of
 uncertainty in pancake
 making

and it's no small one either, as any housewife
 can vouch for.

White Swan self-rising Pancake Flour is a
 scientific blending of wheat, corn and rice of
 the very finest quality, with a definite percent-
 age of seasoning and leavening (phosphate, bi-
 carb, soda and salt, none other) to ensure abso-
 lute success in baking.



It is economical because it saves the cost of Baking Powder, salt, cream
 tartar, soda and yeast and lost batches from any one of many causes.

*There is no uncertainty connected with White Swan Pancake Flour
 whether making Pancakes, Muffins or Gems.*

It is ready for instant use and makes a nutritious food for any and all
 seasons of the year—is especially in demand during the fall and winter
 months.

*Order a trial shipment now and get a few of your best customers to try
 it out. We stand or fall on their decision.*

White Swan Spices and Cereals

LIMITED

TORONTO

CANADA

PRICE LIST

Buckwheat Flour (Self-Rising), 3 doz. to case, shipping weight 70 lbs.	\$3.00
Pancake Flour (Self-Rising), 3 doz. to case, shipping weight 70 lbs...	\$3.00
Biscuit Flour (Self-Rising), 2 doz. to case, shipping weight 70 lbs...	\$3.00

"WENTWORTH BRAND"

FINE OLD ENGLISH

MINCEMEAT

MADE from peeled and cored hand-picked apples and extra rich in Currants, Raisins, Peel and Suet.

A High-grade mincemeat equal, if not superior, to the best Home-made.

Your mincemeat sales have fallen off year by year. Why? Because the average factory mincemeat has lacked *Quality* and "you can't fool all the people all the time."

Our Factory is located in the midst of our orchards. It is Modern, Sanitary and Government Inspected.

We are making a specialty of MINCEMEAT this year and backing it with our reputation and guarantee of "money back if goods are not right."

The price is \$2.30 per 27-lb. pail, or 8c in 80-lb. tubs.

Send your order to-day—Delivery made when you say.

Freight prepaid on orders of 500 lbs. or over anywhere in Ontario.

The Wentworth Orchard Co.

LIMITED

Manufacturers of Jams, Jellies, Pie Filling, Canned Apples, Etc.

43 PARK STREET, N. HAMILTON

FACTORY: WATERDOWN

Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 26
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20
CONDENSED AND EVAPORATED MILK.	
BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 50
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 50
COFFEE.	
WHITE SWAN SPICES AND CEREALS, LTD.	
WHITE SWAN.	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 27
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 26
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 27
Shipping weight, 50 lbs per case	
MINTO BROS.	
MELAGAMA COFFEE.	
Ret. Whol.	
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	
MINTO COFFEE (Bulk.)	
M. Bean or Gr.	0 38
I. Bean or Gr.	0 35
N. Bean or Gr.	0 32
T. Bean or Gr.	0 30
O. Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb tins.	
FLAVORING EXTRACTS.	
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.	
1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 25
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 80
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00
CRESCENT MFG. CO.	
CRESCENT MAPLEINE.	
Special Delivered Price for Canada.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10.	7 50
Gallons, each, retail each \$18.	14 50
GELATINE.	
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10
W. CLARK, LIMITED, MONTREAL.	
Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65; 4s, \$13.50.	

OVAL
Apple
Picking
Baskets

Half bush. and $\frac{3}{4}$ bush.

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Cranberries
Sweet Potatoes
Tokay Grapes
California Pears
Western
Boxed Apples

Oysters, Haddies, Kippers,
Digby Herrings, Fillets.
Fresh Halibut, Trout, etc.

White & Co., Limited
Wholesale Fruit and Fish
TORONTO

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.
MacLean Publishing Co.
Technical Book Department
143-153 University Avenue, Toronto

**The
Apple
Crop**

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.
OWEN SOUND, ONT.

New
**Messina
Lemons**

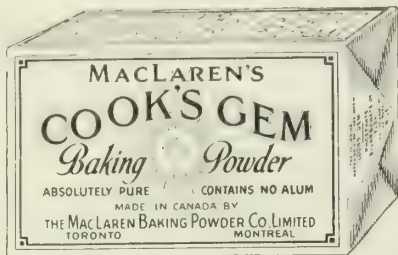
Due November 1st
Order ahead these brands:

"St. Nicholas"
"Queen City"
"Puck"
"Kicking"

They will be among the first arrivals.

J. J. McCabe
Agent
TORONTO

The new and better Baking Powder



Not an experiment, but the result of scientific research covering a number of years. If you would handle a reliable powder that makes and holds customers, get in touch with us.

STRENGTH and PURITY
MacLaren Baking Powder
Company, Limited
41-45 Lombard Street
TORONTO

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.—
Galveston News.

Sliced Smoked Beef, glass, $\frac{1}{4}$ lb., \$1.25; $\frac{1}{2}$ lb., \$1.90; 1 lb., \$2.75.
Tongue, Ham and Veal Pate, $\frac{1}{2}$ lb., \$1.20.
Ham and Veal, $\frac{1}{4}$ lb., \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, $\frac{1}{4}$ lb., 50c; $\frac{1}{2}$ lb., \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, $\frac{1}{4}$ lb., \$1.25.
Ox Tongues, tins, $\frac{1}{4}$ lb., \$2.40; 1 lb., \$5.00; $1\frac{1}{2}$ lb., \$8; 2 lb., \$10.
Ox Tongues, Glass, $1\frac{1}{2}$ lb., \$9.75; 2 lb., \$12.
Minced meat, Hermetically Sealed Tins, 1 lb., \$1.25; 2 lb., \$2.40; 3 lb., \$3.40; 4 lb., \$4.30; 5 lb., \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., $7\frac{1}{2}$ c lb.
In Glass, 1 lb., \$2.25.
Plum Pudding, 1 lb., \$2.30; 2 lb., \$2.80.
Clark's Peanut Butter—Glass Jars, $\frac{1}{4}$ lb., 95c; $\frac{1}{2}$ lb., \$1.40; 1 lb., \$1.85.
50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals 50c doz.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals 50c doz.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
Individuals 50c doz.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
Spaghetti with Tomato and Cheese, 1 lb., \$1.30 a doz.
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.
English Plum Puddings, 1 lb., \$2.30 doz.; 2 lb., \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre.
cs. 5 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 50 btles.,
cs. 8 00
NATURAL MINERAL WATER
Evian, Source Cachat, 50
btles, cs. \$9 00
IMPORTED GINGER ALE
AND SODA

Ginger Ale, Trayders, cs. 6
doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6
doz., splits, doz. 0 95
Club Soda, Trayders, cs., 6
doz. pts., doz. 1 05
Club Soda, Trayders, cs., 6
doz. splits, doz. 0 95

BLACK TEAS.
Victoria Blend, 50 and 30-
lb. tins, lb. 0 38
Princess Blend, 50 and 30-
lb. tins, lb. 0 35

JAPAN TEAS.
H. L., ch., 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30

COFFEES.
Victoria, Java and Mocha
Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha
Blend, 5, 10, 25, 50-lb.
tins, lb. 0 32
Princess, Java and Mocha
Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.
Miller of Milwaukee, cs. 2
doz., cs. 4 25
Miller of Milwaukee, brl. 8
doz., brl. 16 20

BOAR'S HEAD LARD
COMPOUND.

N. K. FAIRBANK CO., LTD.
Tierces 0 10¼
Tubs, 60 lbs. 0 10¼
Pails, 20 lbs. 0 10¼
Tins, 20 lbs. 0 10¼
Cases, 5 lbs., 12 to case .. 0 11¼

Cases, 3 lbs., 20 to case .. 0 11¼
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., $\frac{1}{4}$ -lb. \$ 1 60
D. S. F., $\frac{1}{2}$ -lb. 2 90
D. S. F., 1-lb. 5 70
F. D., $\frac{1}{4}$ -lb. 0 95
Per jar
Durham, 4-lb. jar 0 98
Durham, 1-lb. jar 0 31

JELLY POWDERS.

WHITE SWAN SPICES AND
CEREALS, LTD.
White Swan, 15 flavors, 1
doz. in handsome counter
carton, per doz. \$ 0 90
List Price.

SPICES.

WHITE SWAN SPICES AND
CEREALS, TORONTO.
Dredge
Canister 4oz.
Round Pkgs.
Allspice \$0.90 \$0.96
Arrowroot, 4 oz. tins,
85c.
Cayenne 0.90 0.96
Celery Salt
Celery Pepper
Cinnamon 0.90 0.90
Cinnamon, 1 oz. Bag-
ots, 45c.
Cloves 0.90 0.90
Curry Powder
Mace
Nutmegs 0.90
" Whole, 5c. Pkgs.,
45c.
Paprika 0.90
Pepper, Black 0.90 0.90
Pepper, White 1.10 1.10
Pastry Spice 0.90 0.90
Pickling Spice (Win-
dow front) 0.75
Dozens to case 4 4
Shipping weight, per
case 10 lbs. 17 lbs.

WHITE SWAN LYE.

Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

THE CANADA STARCH CO.,
LTD., EDWARDSBURG
BRANDS and
BRANTFORD BRANDS.

Laundry Starches—
Boxes. Cents
40 lbs., Canada Laundry .. 06¼
40 lbs., boxes Canada white
gloss, 1 lb. pkg. 06¼
48 lbs. No. 1 white or blue,
4 lb. cartons 07¼
48 lbs. No. 1 white or blue,
3 lb. cartons 07¼
100 lbs., kegs, No. 1 white
200 lbs., bbls., No. 1 white
30 lbs., Edwardsburg silver
gloss, 1 lb. chrome pkgs. 07¼
48 lbs. silver gloss, in 6-lb.
tin canisters 08¼
36 lbs., silver gloss, 6-lb.
draw lid boxes 08¼
100 lbs., kegs, silver gloss,
large crystals 07¼
28 lbs., Benson's Satin, 1-lb.
cartons, chrome label ... 07¼
40 lbs., Benson's Enamel
(cold water), per case ... 3 00
20 lbs., Benson's Enamel
(cold water), per case ... 1 50
Celluloid—boxes containing
45 cartons, per case 3 60
Culinary Starch.

40 lbs. W. T. Benson & Co.'s
prepared corn 07¼
40 lbs. Canada pure corn
starch 06¼
(120-lb. boxes $\frac{1}{4}$ c higher.)
Casco Potato Flour, 20-lb.
boxes, per lb. 10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. 06
Acme Gloss Starch—
1-lb. cartons, boxes of 40
lbs. 06¼
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. 07¼
Barrels, 200 lbs. 06¼
Kegs, 100 lbs. 06¼
Lily White Gloss—
1-lb. fancy carton cases 30
lbs. 07¼
8 in case 06

In buying
KETCHUP

remember Upton's give 125
per cent. of ketchup value
for your dollar.

Try It and See

It is packed in standard
packages at popular prices.
Get it from your jobber or
write us if he cannot sup-
ply you.

The T. Upton Co., Limited
ST. CATHARINES

FOR

Hallowe'en Trade

Let us supply you with Canadian
Chestnuts, Fancy Table Apples, Can-
adian Grapes, Tokay Grapes, Cranber-
ries, Sweet Potatoes and Oranges.

The quality of above lines all guaran-
teed, absolutely first class in every way.

POTATOES

We have a supply at reasonable prices.
Ask us for quotations.

"THE HOUSE OF QUALITY"

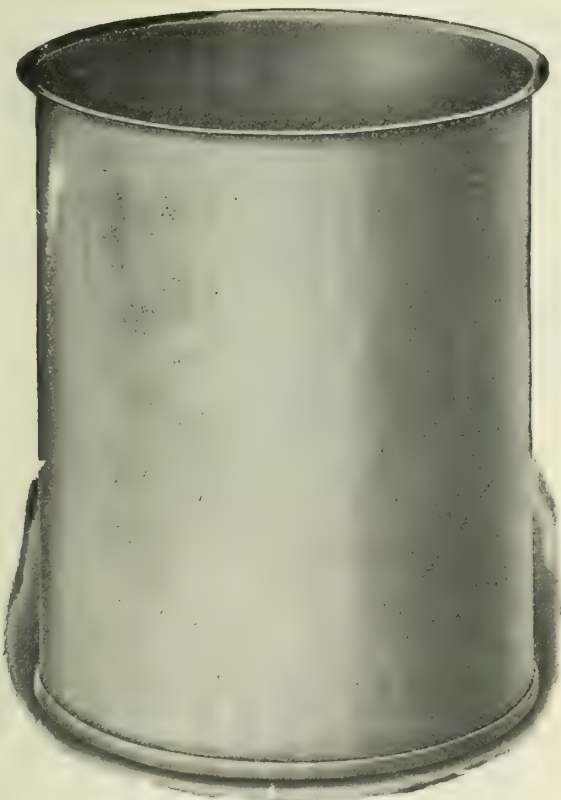
HUGH WALKER & SON

ESTABLISHED 1861

GUELPH

and

NORTH BAY



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

2500 to 3000

BUSHEL OF POTATOES

for sale at 30 cents per bushel. Sacked

F.O.B. Edmonton

A. M. TARRABAIN & BRO.

9943-5 Whyte Ave. E. Edmonton, Alta.

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.
Ingersoll Ontario

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO

COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—HONEY, CHOICEST WHITE, in handsome pails. Bradfield, Dunnville, Ontario.

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

WANTED

WANTED—FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. P. Harvey & Co., Windsor, Ont.

GROCERY BUSINESS IN LIVE TOWN OR city turnover from \$12,000 to \$25,000. Would purchase property if suitable. H. E. Henry, 13½ Lyman Street, St. Catharines, Ont.

ENGLISHMAN, 25 YEARS' EXPERIENCE making jams, candy, pickles, sauces and many other lines, is open for a position. Will go anywhere. Apply Box M.N.O., Canadian Grocer, Montreal.

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

BROOMS

Get Our
PRICES

American Broom Works
St. Bazile de Portneuf, P.Q.

BROOMS

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

**ANNUAL SUBSCRIPTION \$3.00 A YEAR
WRITE FOR SAMPLE COPY**

JOHN BAYNE MacLEAN,
President

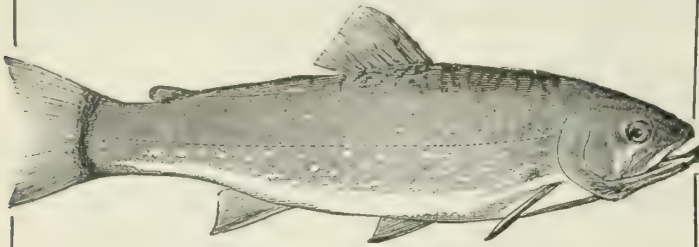
R. G. DINGMAN, M. A.,
Managing Editor

JOHN APPLETON,
Editor

THE FINANCIAL POST OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.

*Caught in Canadian Waters
by Canadian Fishermen*



*Processed
and Packed by
Canadians.*

*Transported
by Canadian
Companies.*

Everything is Canadian between your Customer's table and the waters of "Old Atlantic" that yield the delicious

Brunswick Brand Sea Foods

There's no better fish in the world than those obtained in the Canadian waters of the Atlantic; no better facilities for packing them than are at our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of a quality which Canadians are proud to own, and best of all, they represent an entirely Canadian product.

Stock up with Brunswick Brand $\frac{1}{4}$ Oil Sardines, Kippered Herrings, Herrings in Tomato Sauce, Finnan Haddies (oval and round tins), Clams and Scallops. Satisfy the masses of Canadians and give employment to Canadians.

ORDER TO-DAY.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



Shirriff's True Vanilla

**Makes Friends of Both
Seller and Buyer**

Shirriff's quickly makes good as soon as the customer knows you handle it. This has been our experience for thirty years.

Shirriff's True Vanilla is fifty per cent. stronger than the Government standard. It is known and asked for everywhere. Why give a substitute when you can sell Shirriff's far quicker and make good profits?

Shirriff's is full strength, true extract of the finest Mexican Vanilla beans. It gives the customer complete satisfaction—she comes back to you for more. Write us.



Imperial Extract Co.
Steiner and Matilda Streets
Toronto

IT'S POPULAR

Those who use
MAPLEINE
like it—it fills a want.
How is your stock?



Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKLEY'S KNIFE POLISH

20-20-20-20

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping,

THEREFORE
SAVE MONEY.

Write Your Jobber or

ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.

The Most Information The Most Entertainment —and all Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Tryst," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and our *Review of Reviews Department*, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting, published the world over.

Special Offer—To new subscribers only. In order to introduce MacLean's Magazine into homes where it is not now read, we are giving the magazine for eighteen months for price of twelve—see coupon below.

MACLEAN'S MAGAZINE

THE MACLEAN PUBLISHING
CO., Limited

143-153 University Ave., Toronto, Ont.

A
Special
Offer to You.

MacLean Publishing
Co., Ltd.

Dear Sirs:

Enter me as a subscriber
to MacLean's Magazine
for eighteen months, start-
ing with your October num-
ber, and on receipt of invoice
I will remit \$2.00.

Name

Address



Tomato Catsup

MADE IN CANADA

*and from Canada's
choicest tomato crop,
cultivated in Winona's
productive gardens*

It's not the fact that they are grown in the Winona district that makes the tomatoes used in E.D.S. Tomato Catsup so superior, but the fact that their cultivation is carried out most scientifically and also the fact that they are matured right on the ground where they are used. This latter point is important, because the tomatoes are allowed to ripen in the sun, which gives them their full natural flavor.

This is the secret in part of the fine, wholesome flavor of E.D.S. Tomato Catsup. The

rest lies in the great care in processing, the absolute cleanliness, purity and the quality of other ingredients used.

*Boost for the Tomato
Catsup that keeps Business coming. Sell and
recommend E. D. S.
Tomato Catsup.*



E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

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QUALITY IN BUSINESS



The hardest selling problem is to show a customer that first cost is not last cost; that goods cheaper in the beginning almost invariably are dearer in the end.

We buy on quality, because we believe that value lies in quality and not in price.

Our thousands of customers are the proof that this principle is true.



LAPORTE, MARTIN, LIMITÉE

584 St. Paul St. West

Montreal



WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

ABOUT FLAVORING EXTRACTS

THE DOMINION GOVERNMENT SOME TIME AGO
ADOPTED STANDARDS GOVERNING THE MANU-
FACTURE OF “**PURE**” FLAVORING EXTRACTS.

WHEN THESE STANDARDS WERE PUBLISHED
THEY WERE FOUND TO BE **BELOW** THE STANDARD
THAT HAD BEEN PREVIOUSLY ADOPTED AND
STRICTLY ADHERED TO BY THE MANUFACTURERS
OF

Gold Standard

FLAVORING
EXTRACTS

OUR VANILLA IS, AND HAS ALWAYS BEEN, NEARLY
DOUBLE THE STRENGTH SPECIFIED BY LAW. IF
“**THE BEST**” IS GOOD ENOUGH FOR YOU, LET US
HAVE YOUR NEXT ORDER.

THE CODVILLE COMPANY, LIMITED

WINNIPEG

BRANDON

SASKATOON

MOOSE JAW





Stand By the Old Standbys

There's no advantage in stocking the cheap syrups that are flooding the markets just now. You can't depend on their quality. Your customers may not like them. And what promises to show a profit, will turn into a big loss.

"CROWN BRAND" CORN SYRUP

Everybody knows it—everybody likes it. The price is the same as last winter—so is the quality. You make your steady profit on it and your customers are perfectly satisfied with it. What's the use of running the risk of offending customers with cheap syrup, when you want all the steady business you can get?

The Canada Starch Co., Limited
MONTREAL

Manufacturers of the Edwardsburg Brands
Works: Cardinal, Brantford and Fort William, Ont.

Ye Olde Time T & B

It's over half a century since T. and B. Myrtle Cut was first introduced to the now-old men of Canada. For over fifty years this tobacco has never varied one iota from its original high quality—it's still the sun-cured, mellowed, Virginia leaf. It's real tobacco and your wholesaler carries it. Stock up now.

When the quality of T. and B. Myrtle Cut changes it will be when there's no more Virginia tobacco.



Tuckett, Limited
HAMILTON

*The Only Flour Publicly and Unreservedly Guaranteed
"NOT BLEACHED—NOT BLENDED"*



*Comes over and
over again to par-
ticular Housewives
in bags of 7, 14, 24,
49 and 98 lbs. Also in
barrels of 98 and 196 lbs.*

MAYBE you didn't know that in every **fourth** home in Canada there is already a FIVE ROSES Cook Book*—and the demand has just begun! And, mind you, over 200,000 women found this wonderfully suggestive manual so essential that they eagerly sent postage for it—over 33,000 women last year to Montreal office alone.

Think of a quarter million flour users consulting it every day! Think of the insistent, buying impulse in every page!! Then, think of their tremendous buying power!!! Then, put to yourself this question: **Whose fault is it if I am not now collecting regular royalties on every cake and bread, every pie and pudding baked from its pages?**

Ask Your Own Jobber or Our Nearest Office

LAKE OF THE WOODS MILLING CO., LIMITED

MONTREAL

"The House of Character"

WINNIPEG

**Toronto, Ottawa, London, St. John, N.B., Quebec, Sudbury, Keewatin,
Calgary, Vancouver, Fort William, Medicine Hat, Portage La Prairie**

Daily Capacity 13 600 bbls.

CANADIAN GROCER

ANNUAL FALL SALES NUMBER

OCTOBER 29th, 1915

Vol. 30

PUBLICATION OFFICE:
TORONTO

No. 44



Harvest Home—A Summer's Work Well Done

F. H. H. JOHNSON



TILLSON'S OATS

A Food—Not a Fad

If you wish to enjoy a steady repeat business, give the Public their favorite China Package.

We have no coupons in our package.



STOCK TILLSON'S

Quality—Then Price

CANADIAN CEREAL AND FLOUR
MILLS COMPANY, LIMITED

CABLE ADDRESS "CANCEREAL" TORONTO, CAN.





*Economize in sugar
selling by featuring
10 and 20 pound bags*



OF



Let us put your sugar up, weigh and seal it in the refineries by automatic machinery, saving you wastage, economizing on your time, and preventing loss from broken bags in delivery, and lastly, giving your

patrons a dust-proof package, which is the sanitary and hygienic way to buy sugar. The additional cost to you is less than you pay for having your sugar put up in the store in paper bags.

SEND A TRIAL ORDER

And note the difference between the new **LANTIC** way and the old paper bag way of handling sugar.

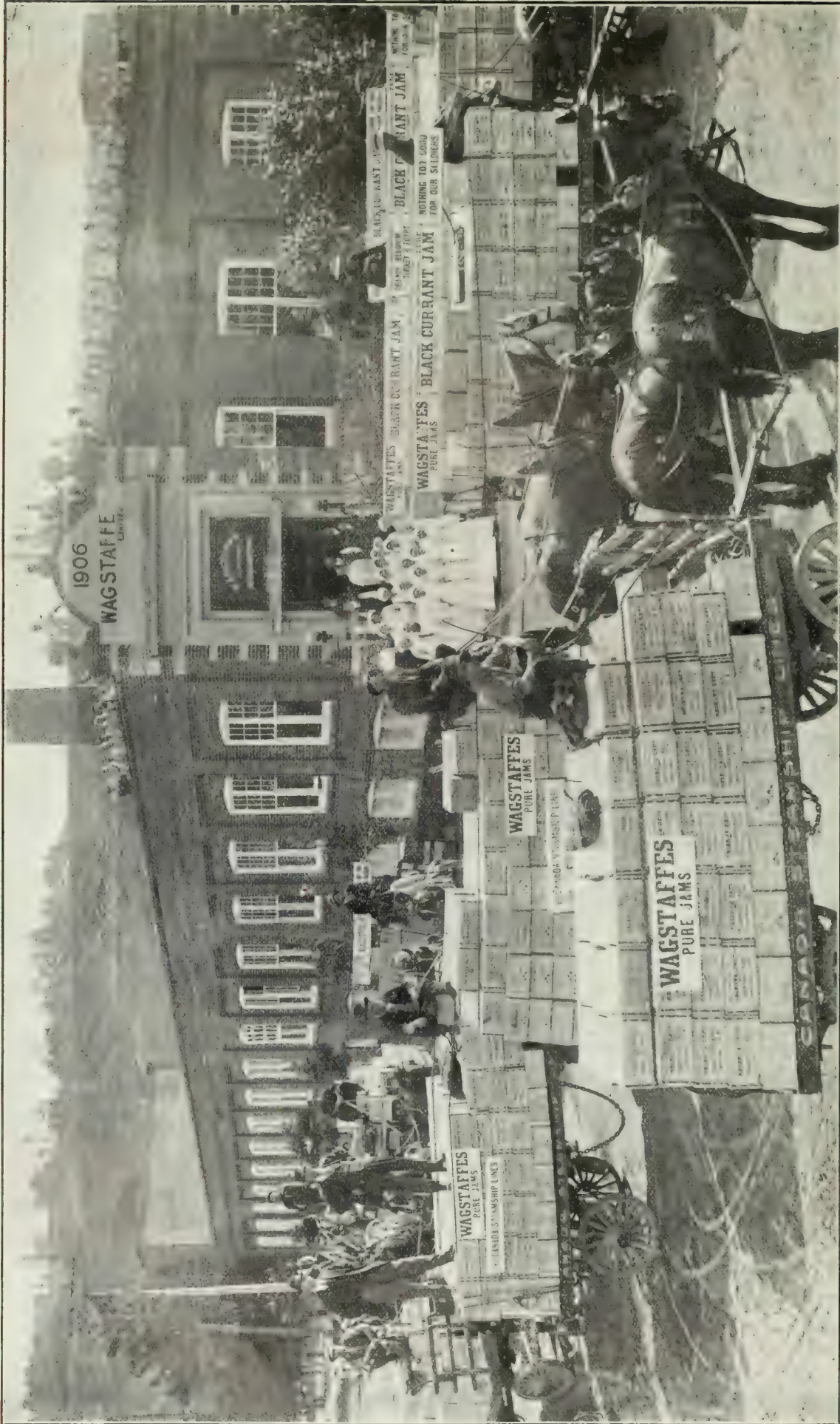
The bags make good counter and window displays.

Atlantic Sugar Refineries
LIMITED

Montreal, P.Q.

St. John, N.B.





Wagstaffe Jams Off to the Trenches

Part of the 1,500,000-lb. order of Wagstaffe Jams for the Imperial Army and Royal Navy.



Start

and

Finish



WAGSTAFFE JAMS

—the famous Canadian-made Jams with a world-wide repute for high-grade quality, for pure fruit wholesomeness, for delicious flavor, is the favorite with civilian and soldier, in Canada and abroad, on land and sea. Read the letter from the trenches.

Letter from the trenches

20-8-15, France,
Pte. R. Lapington, 2559,
C Company,
First Fifth Royal Warwickshire Regiment,
British Expeditionary Force.

Messrs. Wagstaffe, Limited.

Dear Sirs, -

Just a few lines to let you know how surprised I am to find your jam right out here in the trenches, and at the same time I should like you to know how greatly it is appreciated by our boys; all say it's simply great, the very best we have had so far, and I should think we have had some from almost every jam factory there is under the sun.

As you will be aware, I am an old hand from your factory in Hamilton, and as far as I am aware, two of my brothers are still employed by you, so am able to tell my pals just what your place is really like.

At present I am cook of the Officers' Mess, being rather an expert in that capacity, and from what I gather they prefer your jam to any in the Mess.

The first sample of your jam we had was black currant, the label of which I am enclosing, thinking you would like it as a souvenir from the actual firing line. Am now in France after about five months in the firing line in Belgium.

Will you kindly remember me to those of my old workmates who are still with you?

Wishing you still greater success,

With kindest regards,
Yours sincerely,

R. LAPINGTON.

The undersigned would also like you to accept their appreciation:

Cpl. J. Duhamel, C. Co.
Cpl. F. E. Pollard, C. Co.
L.-Cpl. Collins,
J. H. Foley, C.S.M.
Cpl. L. Thompson, C. Co.
Sergeant J. Palmer,
L. Sergeant E. Satchwell, C. Co.
Pte. T. Whitehouse,
Pte. F. W. Groatine,
Pte. D. Whitehouse.

Wagstaffe Quality Counts

Whether in the trenches or in the home Wagstaffe Quality Counts. Push Wagstaffe Jams and reap the benefit of the repeat business which always follows.

Wagstaffe Limited, Hamilton, Can.

TELFER'S

"English Style"

BISCUIT DISPLAY CASE

(The latest Idea)

Telfer's "Sweet Biscuits"

Our quality of Standard Lines is Supreme. Our Original Specialties are Recognized Trade-Winners.

Telfer's "Sodas"

No wonder our Competitors acknowledge they can't touch us on Soda Biscuits.

"The best proposition ever offered our friends, the retailer"—that's the way we size up our new display case, judging from actual sales. And by the way, let us introduce what one user says about this business-getting display case:—
"During the few weeks that we have had it, we sold more biscuits than we would ordinarily sell in as many months."

Telfer's English style case displays your biscuits in an attractive, appetizing way, is "Aertite," and assortments are easily selected.

Double your sales of Telfer's "High-Grade" biscuits by showing them in our "English Style" biscuit case.

Order your Fall stock of Telfer's Sweet Biscuits and Sodas—and a new case.

Ask for particulars of case and biscuit price list.

TELFER BROS., LIMITED

Sterling Road

TORONTO

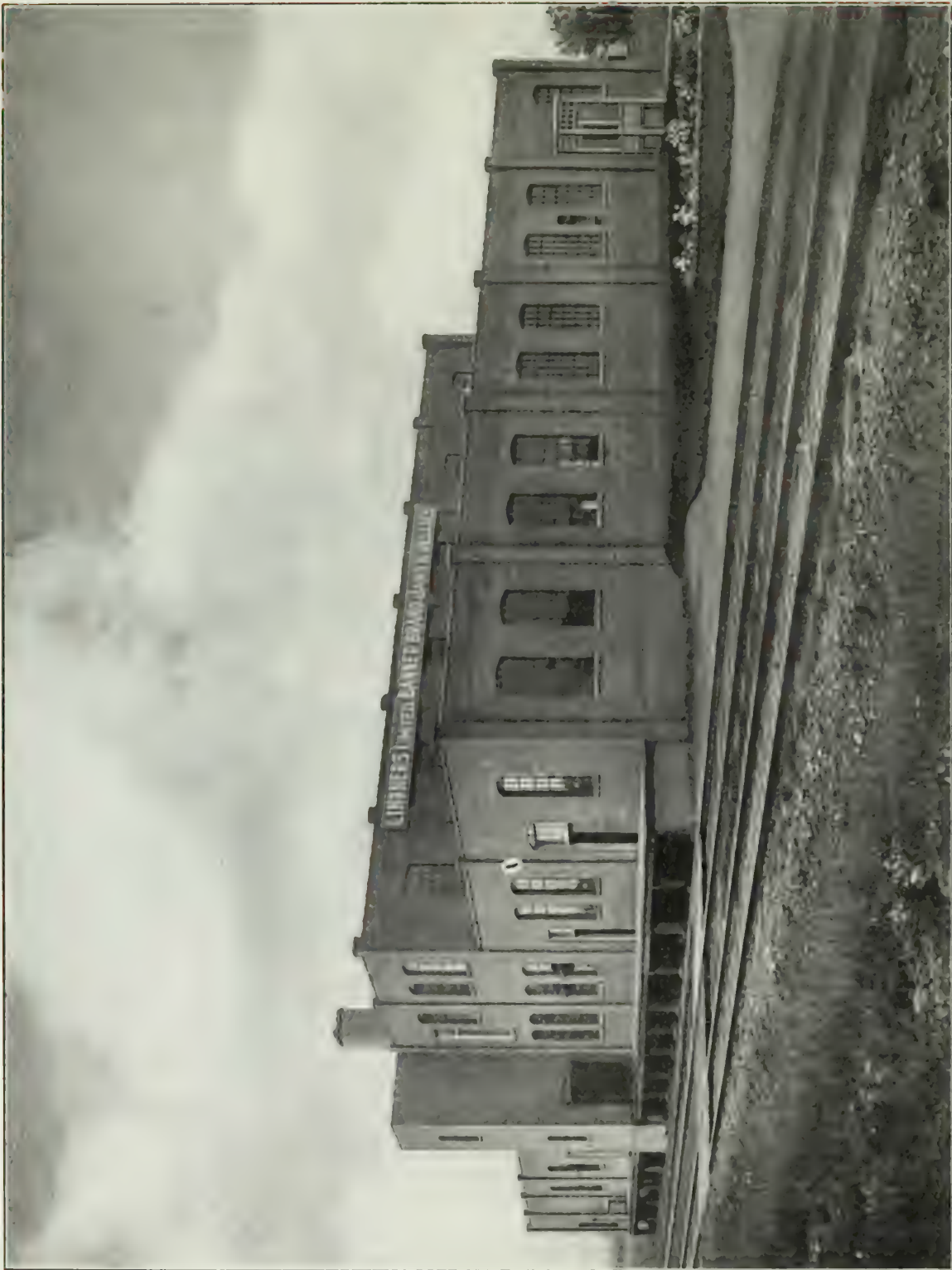
Telfer's "*English Style*" Biscuit Case

One of the most efficient salesmen you can have



Standard Size, holds 16 7-lb. tins. Special sizes to measurements.

Mahogany Finish, constructed to last a lifetime. PRICE \$15.00



The Largest and Most Up-to-date Jam and Marmalade Factory in Canada
The New Home of Banner Brand Jams and Jellies

Made in



Canada



**Profit-Making
Selling Features
of**



Banner Brand Jams, Jellies and Marmalade

Our great difficulty in previous years was our inability to get "BANNER" BRAND goods out quick enough to the Trade, but this difficulty is now overcome by our new Factory in Brampton, which is now in full working order, and which will enable us to keep pace with the growing demand for the well-known "BANNER" BRAND goods.

"Pure Fruit and Cane Sugar—that's all."

Put up in the familiar packages—2, 4, 5 and 7-pound gold-lacquered pails, 12-oz. glass jars, Anchor Cap tumblers, and 30-pound wooden pails.

You are safe in pushing "BANNER" Brand Jams and Jellies.

WRITE YOUR WHOLESALER TO-DAY.

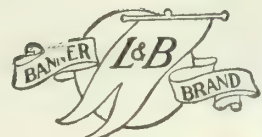
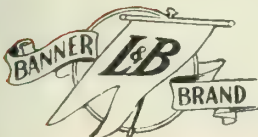
Lindners Limited

WINNIPEG, 306 Ross Ave.

BRAMPTON, ONT.

Representatives:

H. Whissell, 2928 Drolet St., Montreal. H. D. Marshall,
Ottawa. W. L. McKenzie & Co., Edmonton and Regina.
Jacksons, Limited, Calgary. R. S. McIndoe, Toronto.



TEA

Ceylons, Indians, Japans,
Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the
Canadian Trade. Large selec-
tion from Stock or Afloat Teas.

IMPORT ORDERS A SPECIALTY

Write for samples and quotations, or send
us your samples to match. We are Tea
Experts with over 40 years' successful
trading with Canadian Merchants.

John Duncan & Co.

ESTABLISHED 1866
MONTREAL

SUN-KIST

REG. U.S. PAT. OFF.

Fancy SEEDED RAISINS

Your customers will use more raisins if they can get the SUN-KIST kind.

There's no use ignoring the fact, good seeded raisins will sell like hot cakes and build business—poor raisins will drive customers away.

SUN-KIST Seeded Raisins have an individuality of their own — not only in the way they sell but in the satisfaction they give. They are the best of Fresno County's raisins, packed by people who own the SUN-KIST Brand and control and zealously guard its quality.

THEY ARE NOT PACKED OR CONTROLLED BY ANY ASSOCIATION OR COMBINATION OF GROWERS OR PACKERS.

With increased and diversified usage of seeded raisins, the housewife has become more critical as to quality. She has discovered that all seeded raisins are not alike, and has recognized the SUN-KIST Kind as a brand of distinction—a package of individuality and quality par excellence.

She is worth catering to with SUN-KIST if you want a large and profitable business on this commodity.

Packed—and backed—by 50 years' experience.

WHOLESALE JOBBERS IN EVERY TERRITORY.

—ASK THEM—



Master

Mason

Highest

Grade

Plug Smoking

How many men live within comfortable walking distance of your store? How many men are there passing your store every day of their lives? How many men are paying the grocery bills that their families contract in your store every week? Just think this over, then estimate the amount of tobacco these men consume in only one week, supposing that only half of them used tobacco of any kind. Now, figure out how much of this trade is rightfully yours and would be yours if you went after it.

When sending out your weekly announcement this week, give a prominent place to the announcement that you are installing a tobacco department, and invite the men to call and see your stock the next time they need tobacco. List the lines you are selling and head the list with "MASTER MASON" Plug Smoking and "KING GEORGE'S NAVY" Chewing. Suggest that the man of the house include his tobacco requirements in the weekly grocery list.

When you have done this, wire an open order for our best selling lines. Rock City tobaccos are widely advertised and are well known. They'll please your tobacco-using customers.

The Rock City Tobacco Co., Limited
Quebec and Winnipeg



"Old Baba's" Letter



Toronto, Oct. 5th, 1915

Rock City Tobaccos Co.
Quebec, Canada.

Dear Sirs,

When a fellow gets as old as me he is nearly past the writing stage and would sooner talk. I would like however to give you my views on "Grocers Selling Tobacco" and as I can't talk to you I have decided to write.

You know a man's a funny being at best and as most women will tell you he needs a lot of Co-axing. The Grocer who thinks he can get a man's goodwill and trade without trying, he is going to get fooled.

He's got to handle some things that a man likes pretty well and will come to the store to buy himself, such as a good kind of tobacco or some good ripe old cheese, and such like.

If I was a Grocer to-day I would have a show case for tobacco alone, and I'd advertise it to the men. I'd show it in my window occasionally in a small glass case.

I think that as a man is the wage earner you should keep his goodwill and if he comes to your store his wife's trade is sure to come too. I would say "Stand in with the man."

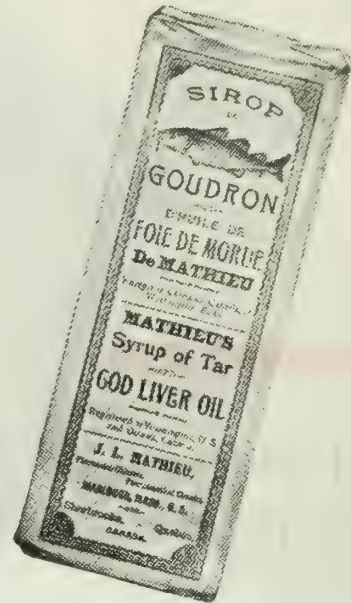
Your "King George" is keeping right up in quality. I can't get the same satisfaction from any other.

Joseph Mantell

CANADA'S 105-YEAR-OLD PIONEER.



HERE
IT IS



Always a Quick
Turn-over with—

MATHIEU'S Syrup of Tar and Cod Liver Oil

The remarkable success and appeal Mathieu's Syrup of Tar has achieved with colds and bronchial troubles is the result of its unfailing sureness in results.

People have come to know the real value of Mathieu's to depend on it in cases hard to relieve. It not only cures the affected parts, but builds up the whole system and puts it in fine working order.

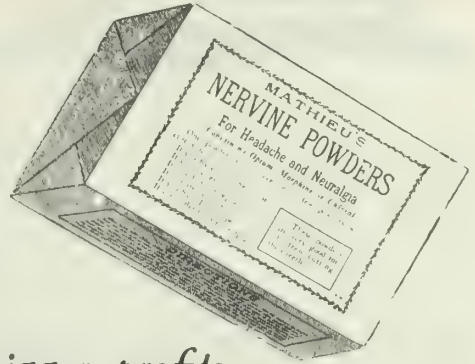
Go any place where Mathieu's Syrup of Tar is sold and there you will find a group of satisfied customers and an enthusiastic dealer. Mathieu's sells itself wherever displayed.

The extensive sales it has made for others it will easily accomplish for you. Just write to-day for trial order.

Order from Your Wholesaler

J. L. MATHIEU CO., Proprietors
SHERBROOKE, QUEBEC

The efficacy of
**MATHIEU'S
 NERVINE POWDERS**



*has brought new customers and bigger profits
 to other Grocers. They will do the same for you*

Their wonderful popularity has been built on the splendid results they accomplish where headaches and nervous disorders are concerned. Not only do their sales benefit the dealer directly through the profits they bring, but the good the customer derives from them is such as to guarantee the Mathieu's

Nervine dealer more business in other lines.

A trial stock will put you in line to test the selling merits of Mathieu's Nervine Powders for yourself.

Mathieu's Nervine Powders contain no harmful ingredients, such as Opium, Morphine or Chloral.

They are honestly made, right here in Canada, by Canadian workmen. One powder will relieve; a few will cure absolutely.

If a small counter display in your store does not prove to you that there are heavy sales and good profits in selling Mathieu's Nervine Powders, then you will be an exception to the hundreds of enthusiastic grocers who are finding this popular household remedy a splendid seller.

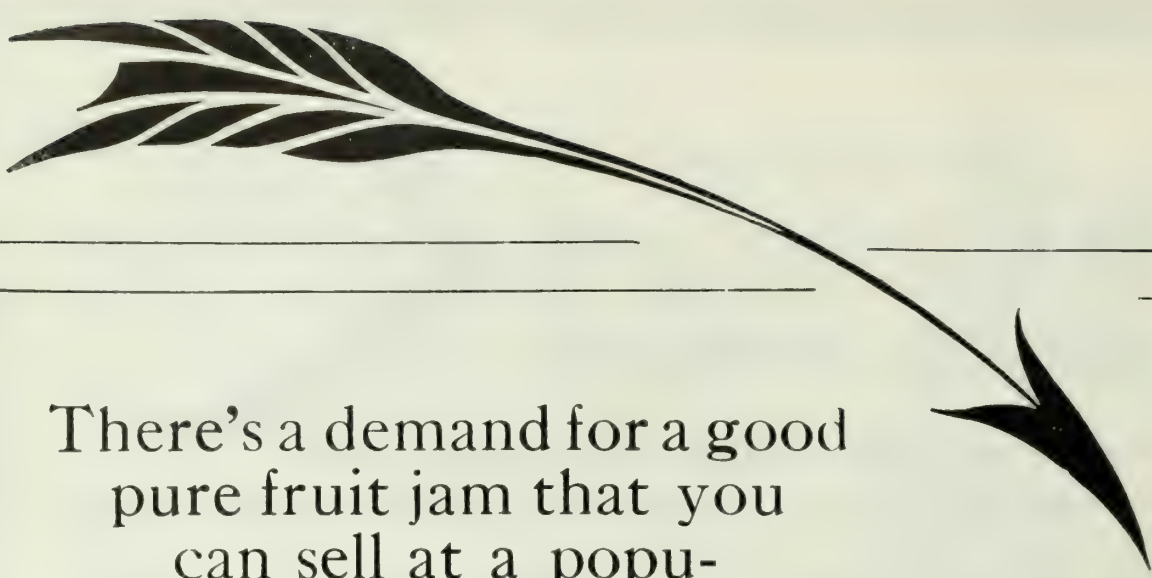
*Get in line to-day by sending
 that trial order.*

J.L. Mathieu Co.

SHERBROOKE, QUE.



Home of
 the
 Mathieu
 Products



There's a demand for a good
pure fruit jam that you
can sell at a popular price

You have no doubt noticed the strong tendency for your customers to buy somewhat lower-priced lines since times took a slump and economy became the pass-word into the Canadian homes.

For a really economical breakfast dessert nothing on the market can touch

Waddell Pure Fruit Jams

They are the delicious blend of the finest grade of fresh, ripe fruits and apple jelly—just enough of the latter to reduce the cost to allow the jam to be sold at a popular price.

The addition of the apple jelly only adds to the deliciousness of the jam and makes it more suited to many tastes.

Waddell Pure Fruit Jams fit most tastes and every purse. They're absolutely pure and wholesome.



MADE OF
FINEST
FRUITS

and pure cane
sugar

Order From Your Wholesaler or Write Direct to Us

The Waddell Preserving Company
SARNIA, ONTARIO



There's only one quality of
fish you can afford to
sell and that is
the best

Above all other foods, fish can make or mar your business very quickly. A poor quality will drive customers away, where a good quality will bring an increase of business. By carrying a full line of

Brunswick Brand Sea Foods

including—Sardines in oil and mustard, Finnan Haddies (in oval and round tins), Kipperd Herring, Herring in Tomato Sauce, Clams, Scallops, etc., you will attract lovers of a nice bit of fish. These are put up in our well-equipped, sanitary plant right at the fishing grounds at Passamaquoddy Bay.

They represent the finest of the catch, prepared as only experts with long experience can.

These fine sea foods are big business-getters.

Order your supply for Fall and Winter trade.

Keep them before your customers by displaying them prominently in your interior and window exhibits.

Connors Bros., Limited
BLACK'S HARBOR, N.B.



A delightful blend of Coffee

LOYAL BLEND



It's the last word in coffee perfection, made of specially selected berries, from the world's finest coffee plantations, shipped to us in air-tight, dust-proof receptacles.



Trade-Mark of Quality

Loyal Brand Coffee is a very special blend, steel-cut, not ground, and absolutely free from chaff. Its flavor and strength are preserved in air-tight cans, sells at a good profit and at a reasonable price. A real trade-getter that will help your Fall and Winter business.

Sweetheart Brand

OF COFFEE, BAKING POWDER AND JELLY POWDER

represent the result of over twenty years' experience and search for the finest ingredients.

They will please the most discriminating taste.

Trial order on request.

IXL Spice and Coffee Mills, Limited
LONDON, ONTARIO

More Than Ever in a Class by Itself

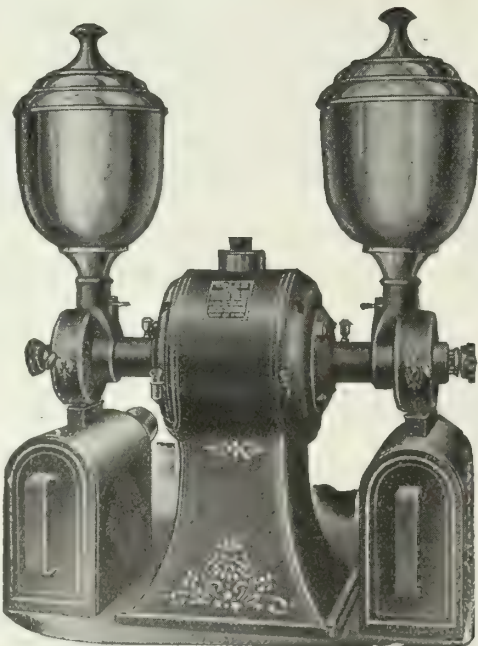
One of our
12 new
models.

Wouldn't
it be a
good idea
then to
look into
the Coles?

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co.,
Winnipeg; Todhunter, Mitchell & Co., Toronto; James
Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co.,
Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Freeman's Electrical

Made in Canada



**Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill**

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

Here's the
Coupon →



Good for
Presents

TELL YOUR CUSTOMERS

about the unique Premium Coupon
attached to every Plug of

STAG

CHEWING TOBACCO

And be sure to tell them that "STAG" is the biggest piece of the best Chewing Tobacco for the money. "STAG" certainly is a winning combination for the Grocer—with its Premium Coupon, and unusual size, and A1 Quality.

Handled By All The Wholesale Trade



Gazelle Goods

*stand alone
on the
highest summit of
excellence*

Hudon, Hebert & Cie.,

Established A.D. 1847

LIMITED

MONTREAL

*The most liberally
managed firm in Canada*



Satisfactory Goods satisfactorily delivered

Our facilities are unequalled for supplying eggs, poultry and butter to the Western Ontario trade.

Our reputation for satisfaction-giving has been acquired by supplying our customers with nothing but the very best goods and by prompt delivery.

The best creamery butter in Ontario is made right on our

premises and under conditions which absolutely guarantee its purity and fine quality.

We also purchase eggs and poultry. Ask us to quote you our prices before selling elsewhere.

It will pay you to investigate our prices. Write to-day.

Silverwoods, Limited

LONDON, ONTARIO

Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory

Thamesville, Ont., Canada

**KEATING'S
KILLS
BUGS
FLEAS
MOSQUITOS
FLIES
ROACHES.**

TINS
10¢ 25¢
35¢

EVERY ONE KILLED

Grocers May Sell Keating's Powder

Every household needs Keating's. It is in greater demand than "bug exterminators" and poisons, because it is poisonous to insect life only and may be safely and freely used where there are young children in the home. Made by

THOS. KEATING, London, Eng.

Established 1788

Sole Agents for Canada: **HAROLD F. RITCHIE CO., LTD.**

10-14 McCaul Street, Toronto



Two of Canada's greatest dirt releasers

Wonderful in name and wonderful in result is this great made-in-Canada soap, and none the less wonderful are Crystal Soap Chips. They have won for themselves wash-day and every-day fame in thousands of the best homes in the Dominion.

These soaps are absolutely pure, wash quickly and without injury to the most delicate fabrics and without the necessity of bleaching. They leave white fabrics snowy white and delightfully soft. Keep an attractive display of *Wonderful Soap* in your window and on your counter. The red labels are eye catchers.

Send a trial order to-day for these two big sellers.

The Guelph Soap Co.

GUELPH, ONTARIO



More Women Buy KNOX GELATINE Than Any Other Kind

It is a fact that *Knox Gelatine* outsells all others. It will not only sell better throughout the entire country, but that means it *will also sell better in your own store*. Add to this the fact that it pays you a splendid profit on every package and you can see why it pays to push the sale of *Knox Gelatine*.

Women who try *Knox Gelatine* once always like it, so it is a good idea to start new customers on it whenever possible, assuring satisfaction to them and profit to yourself at the same time.

CHARLES B. KNOX CO., Inc., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada



Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always “a bubble”—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will “close the avenue of future regrets.”

The Continental Bag & Paper Co., Limited

Manufacturers

Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Economize

on store-room space, on shipper's time, on express, freight and cartage charges by using

T. & N. Folding Cellular Board Boxes.

**A STYLE AND WEIGHT
FOR EVERY REQUIREMENT.**

No matter what commodity you make and ship, there is a T. & N. Folding Cellular Board express or freight box made or can be made to suit it and that will withstand the shock of shipping.

These boxes come to you "knocked down," thus minimizing the amount of storage space required. They are set up ready for packing in a few seconds, no nailing or wiring. One shipper can do two men's work in less time. And besides this these boxes are cheaper and safer than wood boxes of the same carrying power.

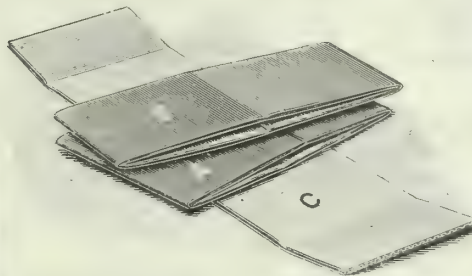
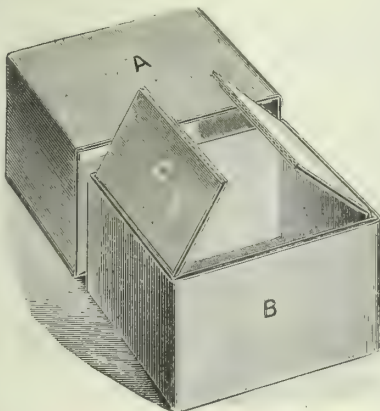
Whether or not you pay freight and express charges, it will pay you to look into this proposition. There's a big saving to be effected by the use of T. & N. Folding Cellular Board Boxes. Inquire to-day.

Fill in coupon and mail.

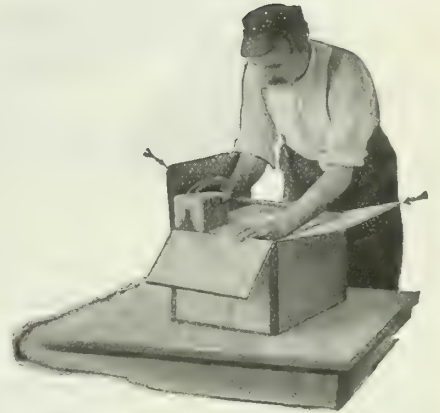
THE THOMPSON & NORRIS CO. OF CANADA, LIMITED

Niagara Falls, Ont.

Brooklyn, N. Y., Boston, Mass. Brookville, Ind. London, England.



**THERE'S A STYLE
FOR YOUR NEED.**



The Thompson & Norris Co.
of Canada, Limited

NIAGARA FALLS, ONT.

Send Particulars

NAME

ADDRESS

C. G.

Matchless Ammonia Powder

—the proven efficient cleaner, a big seller



Unlike many Ammonia powders, solutions, etc., Matchless Ammonia Powder is absolutely uninjurious to the tender feminine hands.

The reason of this is—it is made of special tested ingredients, which fact accounts for the ever-increasing demand throughout the trade.

We have a special selling proposition for grocers who will handle five-case lots.

Drop a card to-day asking about it

We're Selling Agents and Distributors for

Best Corn Starch

AND

Best and Liberty Gloss Starch

IN BULK AND PACKAGES

Karo Corn Starch

PUT UP IN 2, 5 AND 10 LB. TINS

Attractive Prices, Freight Paid on 5-Case Lots

The Keenleyside Oil Co., London, Ont.

Repeat Orders

GIPSY STOVE GLOSS brings repeat orders, and leaves you a profitable margin at the same time. Every tin sold gives more satisfaction than the price it costs. Your customers remember its intense blackness, ease of polish, and lasting brilliance, and, remembering, come back for more

GIPSY

Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta
Nicolson & Bain, Winnipeg. Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon, Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Ontario: C. H. Cole, 33 Front St. East, Toronto
(Selling Agent).

Manitoba and Saskatchewan: Richards & Brown,
Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary;
Campbell, Wilson & Horne, Ltd., Lethbridge;
Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co.,
Ltd., Vancouver; Kelly, Douglas & Co., Ltd.,
Victoria; Kelly, Douglas & Co., Ltd., New
Westminster; Kelly, Douglas & Co., Ltd.,
Prince Rupert.

McVitie & Price, Limited

EDINBURGH and London

McVitie & Price of Canada, Limited
Vaudreuil St., St. Paul St. E., Montreal



*—for quality
business and
more of it*

Furnivall's FINE FRUIT **PURE JAM**

¶ Furnivall's Jam from the picking of the Fruit to the final sealing passes through the various processes of manufacture under the most sanitary conditions.

¶ Only fruits of uniform quality and uniformly ripe are used in the high quality Jams—the finest grade of sugar too is used exclusively.

¶ Furnivall's Fine Fruit Jams are fast taking the place of the finest quality imported goods, their fine flavor has no equal, their value gives them a decided advantage.

¶ Place your order for the new pack of Furnivall Jams now and prepare for the quality jam business of your town. If you don't know these jams—send for a small shipment and try them out.

Furnivall-New, Limited

HAMILTON, CANADA

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg—W. L. MacKenzie Co., Limited. Calgary, Alta. MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

COIN PURSES

(Our new penny piece)

NIGHT STICKS

WHISTLES

FLEXIBLE STICKS

CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL



Everywhere a good
seller. Have you tried
yet?



A little display is all that is
necessary to prove to you
the unequalled selling qualities
of **King Oscar Brand Sardines**.

Their superior wholesomeness
and sweet natural flavor is the
result of the most scrupulous
care in packing and sealing.
From the time the fish is
taken from its ocean home
until it is hermetically sealed
in air-tight tins, nothing is
left undone that would tend
to make King Oscar sardines
the leaders in their line.

Get a little trial order of
King Oscar to-day. You will
soon need to replenish your
stock.

J. W. Bickle & Greening

J. A. HENDERSON

HAMILTON

ONTARIO



Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

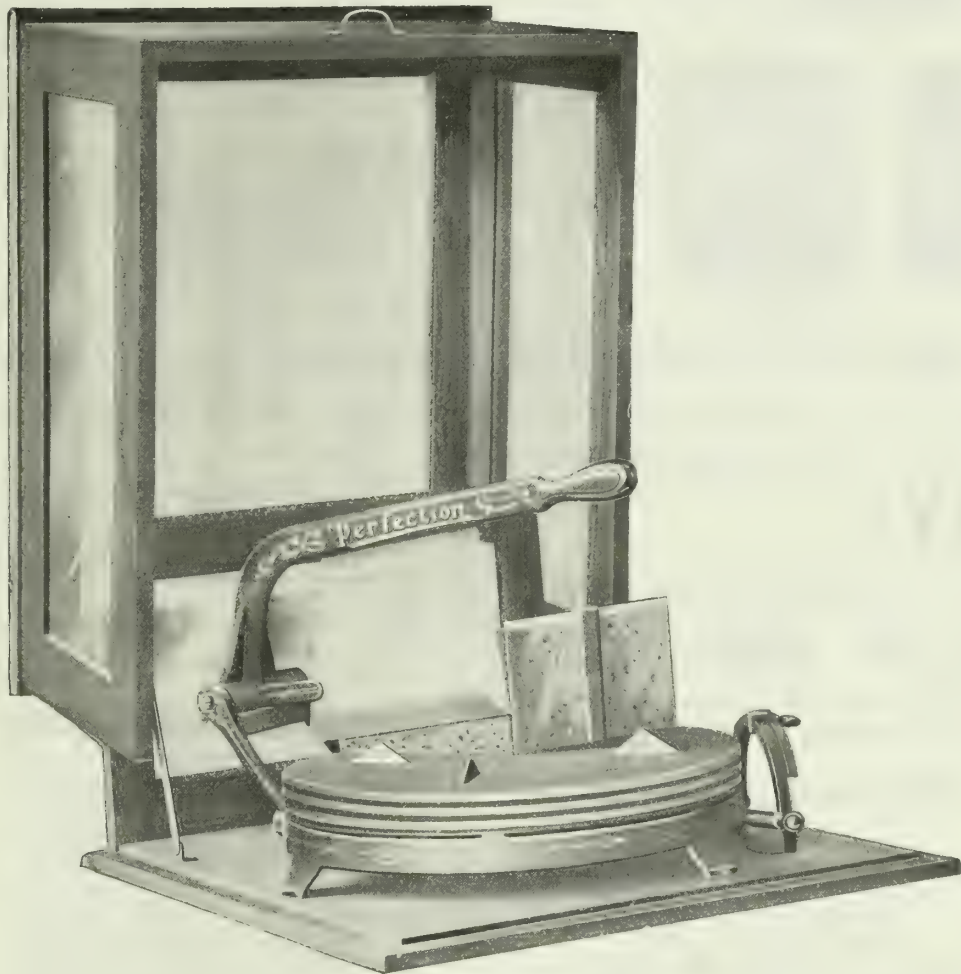
IT IS A CHEESE CUTTER WORTH HAVING.

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER.

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES
WITH CABINETS AND PEDESTALS.

**American Computing
Company**

HAMILTON, ONT.

IT
SAVES IT'S
COST in a
few months and
lasts a lifetime.

BUY IT NOW.

IF
BUSINESS
is **BAD** or
GOOD, you
need A PROFIT-
SAVER.

BUY IT NOW.



All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

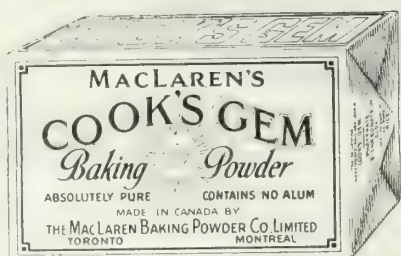
ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.

WHY!

DO WE ASK YOU TO BUY
COOK'S GEM BAKING POWDER
BECAUSE! It's an absolutely PURE
article, and MADE IN CANADA.

Different Goods



IN A

Different Package

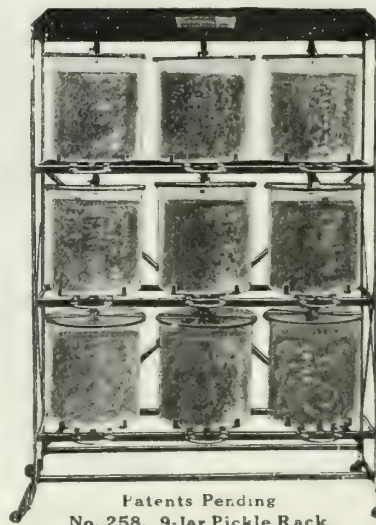
**MacLaren Baking Powder
Company, Limited**
41-45 Lombard Street, - TORONTO, ONT.

The Best Pickle Salesman!

"Crackerjag" Steel Slide Sanitary Display Racks

For Pickles, Preserves, Condiments, Etc.

Moderate in Price. Attractive in Appearance, Strongest and Most Convenient.



Patents Pending
No. 258. 9-Jar Pickle Rack
\$20.00 complete, f.o.b. Sterling, Ill.

Duty about \$8.00

The new Sanitary Steel Slide Display Racks have met with a wonderful response. Dealers everywhere are finding that the purchase of this rack is not an expense, but an income; that it is a silent salesman, always on the job, and pays for itself in a few months.

It conforms to the sanitary laws of the province, the demands of critical customers, and the desire of the dealer to sell goods in an attractive shape and a convenient manner.

New patent steel slides and special shaped 2½ gallon jars, preventing slopping. Made from indestructible, round edge folding steel that will not break like castings, and takes low freight rate. Plate glass tops. Handsome enamel finish.

Evan L. Reed Mfg. Co., A Street
STERLING, ILL.

Salesmen Wanted. Write for Catalogue.



Entrenched Firmly in Public Favor

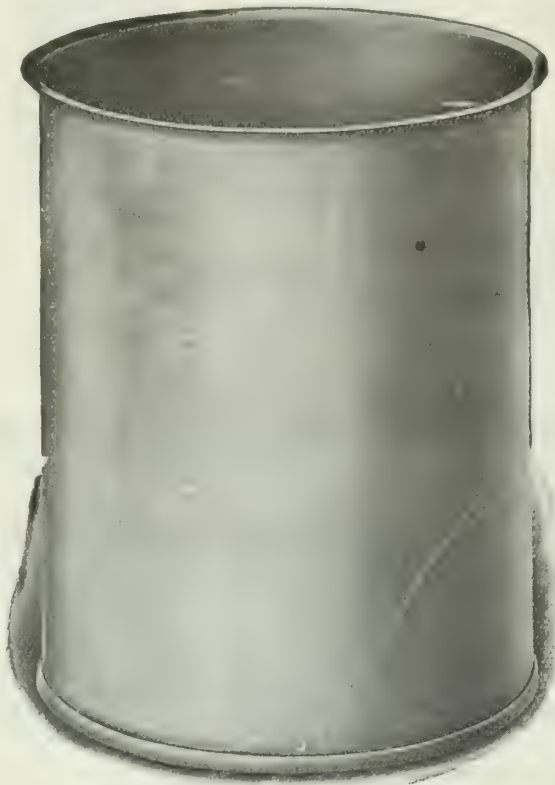


THE past year has shown by extent of sales and increasing popularity that, come what may, Kellogg's Toasted Corn Flakes are a prime necessity for the Canadian breakfast table.

Kellogg's Toasted Corn Flakes is the ONLY cereal sold under the Kellogg name that is "Made-in-Canada."

An attractive window and counter display may be all that is necessary to change your moderate sales to highly satisfactory. Write for free attractive dealer helps and put the display in hand to-day.

Battle Creek Toasted Corn Flake Co., Ltd.
LONDON, CANADA



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

OVAL Apple Picking Baskets

Half bush. and $\frac{3}{4}$ bush.

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg



SELL THE BETTER Household Brushes

You cannot carry a better line of brushes than "Keystone."

Whether it is a shoe brush, a scrub brush, right up to a shaving brush, if it bears the "Keystone" it is a brush you can hand to your customer without qualifying statements. There are many kinds of brushes, but only one quality.

And the prices will interest you. Write for them.

STEVENS-HEPNER CO.
LIMITED
Port Elgin, Ont.

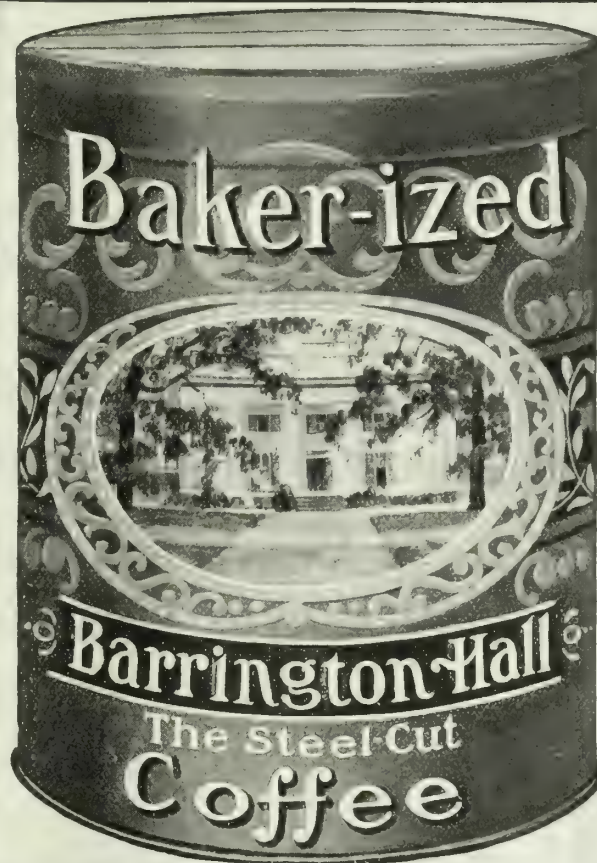
Get prices and information about the "Nugget" Brooms, and the rest of the famous Keystone line.

Standard High Grade Coffee of America

"We get fine tea in Canada, but the coffee is nothing like you have in the States."

Since this represents the opinion of numerous Canadians, you will welcome the opportunity to stock the one high-grade coffee which has been awarded greatest favor by Americans.

Barrington Hall is blended from plus-quality coffees and prepared by the famous Baker-ized Process which removes all bitter chaff and dust and reduces the berries to a fine steel-cut granulation which brews a cup that is delicious, healthful and economical.



Grocers who are anxious to supply their trade with a coffee on which they can guarantee satisfaction, year in and year out, should investigate the Barrington Hall proposition.

Every pound is guaranteed to sell and satisfy, so that there is no risk either for grocer or customer.

Barrington Hall is advertised in the national magazines and there is a special introductory offer to grocers ordering their first 50-lb. case.

Write the nearest distributor regarding this celebrated coffee!

Now Distributed in Canada by
MacLaren Imperial Cheese Co., Ltd.
TORONTO

Hamblin-Brereton Co., Limited
WINNIPEG

A. N. Cowdry & Co.
VANCOUVER

and numerous wholesale grocers throughout the provinces.

Order a caddy of this big seller

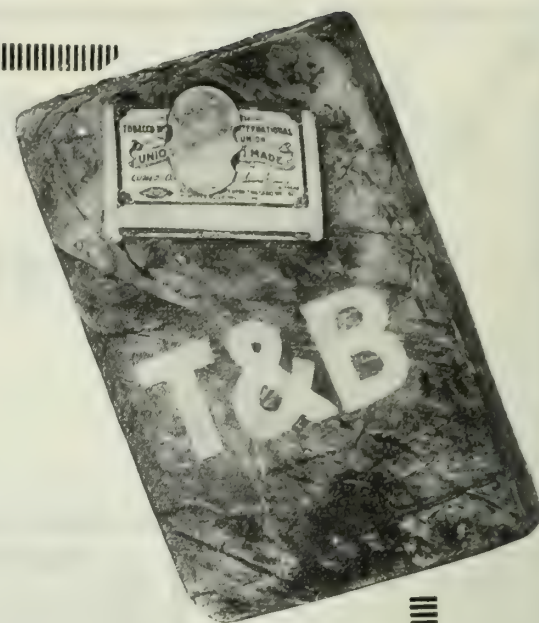
For a live-selling, profitable plug tobacco, there's nothing on the market that will compare with

TUCKETT'S T & B PLUG (SMOKING)

It's made of the finest Virginia leaf, carefully selected and expertly cured. Stock T. & B. Plug and give your customers better value for their money.

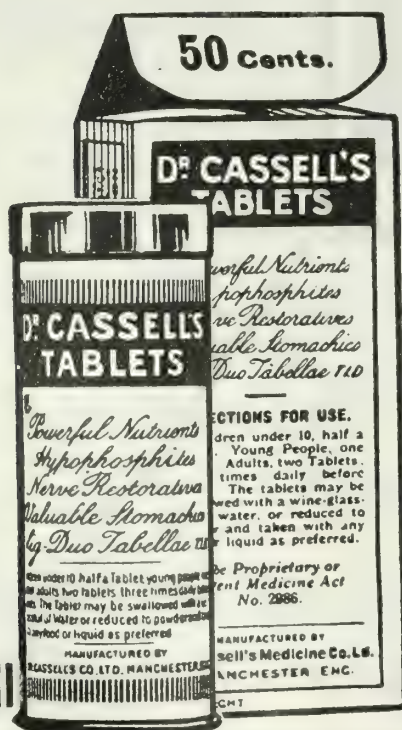
Order a caddy to-day.

TUCKETT LIMITED
HAMILTON



A 10c. Plug
Finest Virginia
Smoking

"Say, Mrs. Smith, have You ever tried Dr. Cassell's Tablets for Nervous Headaches?"



No woman can take objection to a straight-to-the-point question like this, and you will find that nine women out of ten will be interested right—"off the bat," for this ailment is a very common one, caused, as you know, from devitalized or disordered nerves.

For over 30 years Dr. Cassell's Tablets have proved themselves most efficient in curing all nervous troubles in old and young—Now we are popularizing them in Canada by extensive newspaper publicity. Keep a package handy and call everybody's attention to them.

Show them in display on your counter.

*They are Worth 50% Profit to You—Send
for Trial Order!*

Dr. Cassell's Medicine Co., Ltd., Manchester, Eng.

Agents for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto



MADE IN

Sterling
BRAND

CANADA

FINE QUALITY

Pickles

—the pick of the gardens in Ontario's great pickle-producing section, put up in Canada's finest and largest pickle factory by a staff of experts, under the supervision of a pickle man with long, practical experience—that's the foundation on which you base your pickle and relish business when you select Sterling Brand.

Some of the Sterling pickle and relish lines are:

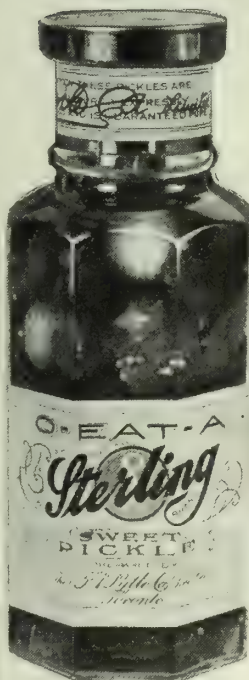
Sweet Midgets, O-Eat-a Sweet Pickle, Sweet Mixed, Mixed Pickles, Chili Sauce, Sweet Gherkins, Canadian Relish, Pimento Relish, etc., etc., all of the same high-grade Sterling quality.

Place your order now for the Sterling lines and be prepared for the Winter's business.

The T. A. Lytle Co., Limited

Producers of Fine Quality Pickles

STERLING ROAD, TORONTO



Are You Supplying It?

Are You Selling Your Share?

McLEOD'S SPECIAL FLOUR

McLEOD'S
FLOUR
IS
ALWAYS
RIGHT

¶ McLeod's "SPECIAL" is standard for purity, quality and uniformity---McLeod's "SPECIAL" is the best flour for pastry---and best for bread baking---as milling science has developed to-day it is the most perfect product---milled from the finest and most scientifically blended Ontario Winter Wheat and Manitoba Spring Wheat it requires less shortening for pastry and less water for bread baking---there is economy in using McLeod's "SPECIAL" it goes farther. McLeod's "SPECIAL" on the barrel is your warrant for satisfaction---because **McLEOD'S FLOUR IS ALWAYS RIGHT.**

The McLeod Milling Company, Limited
Stratford, Ontario.



¶ Madam Canada, through the "show window" of the daily newspapers, has come to know McLeod's special flour. She has tried it out and is satisfied that it comes up to her ideals, but where is she buying it?

¶ Is it from you, from your competitors, or from the flour and feed man? She's getting it, for our sales book says so. It's up to you, Mr. Grocer, to come in for your share of this trade and to help increase it.

¶ Send your initial order to-day and display McLeod's special flour in your window. Draw attention to its quality features in making sales.

Order now and take advantage of the growing demand for McLeod's Special Flour.

The McLeod Milling Co., Limited

STRATFORD, ONT.



“Anchor Caps”

For all Products

Any product requiring an absolutely air-tight seal is improved by the Anchor Cap. Absolutely air-tight, with or without a vacuum, “no leakers.” The contents always absolutely as pure as when they left the factory. An economy for the packer and a strong selling point for the retailer.

Suitable for all styles of containers and all varieties of food products, and are lacquered with special acid-resisting lacquer. They are an absolute necessity for all who desire to present their goods in the most attractive and sanitary way.

Let us prove it to you in your own factory.

**Anchor Cap & Closure Corporation
of Canada, Limited**

SUDBURY ST. WEST (FOOT OF DOVERCOURT RD.), TORONTO



Riteshape

Make a neat **Riteshape** package of that sale of sausage, mincemeat, hamburg, krout, pickles, bacon, chops or sliced beef.

Riteshapes cost you a few pennies per thousand more than the cheapest butter dish you can buy. But **Riteshapes** put your goods up out of the cheap class. **Riteshapes** make your bulk food lines look as well and sell as well as fancy packed foods.

You can buy **Riteshapes** from wholesale grocers and general paper dealers. Every **Riteshape** is perfect. It is sanitary, satisfactory and serviceable.

**THE OVAL WOOD
DISH COMPANY**

Manufacturers

New York Delta, O. New Orleans





ALWAYS SOLD IN THIS PACKAGE

The Standard of Clean, Wholesome, Natural, Sun-cured Seedless Raisins for Over Twenty Years

Think of it—five million families, and more, are now satisfied users of these famous seedless raisins which have successfully withstood competition for over twenty years.

They are grown without seeds, are carefully handled, dry and clean, cured by the rays of the sun, not processed.

Your customers will appreciate the fine quality of these raisins, stock them for the 1915-1916 season.

May be purchased from any wholesale grocer in Canada.

AMERICAN VINEYARD COMPANY

GROWERS AND PACKERS

Canadian Agents:

EUGENE MOORE, Toronto, Canada; NICHOLSON & BAIN,
Winnipeg, Canada; UNIVERSAL IMPORTING CO., Montreal, Canada

Royal Salad Dressing

for that delicious fruit salad

The ever-increasing popularity of the fruit salad, in fact salads of any kind, leaves an opening for you to get considerably more business.

Display **Royal Salad Dressing** with your best salad fruits; suggest its use as an economy because of its keeping qualities.

Every last drop is guaranteed to keep until used.

Plan on placing a bottle of **Royal Salad Dressing** in every one of your customer's homes during the next two months.

You can do so by way of suggestion.

Order your stock now.

ROYAL SALAD DRESSING IS MADE IN CANADA

MADE ONLY BY

THE HORTON-CATO MFG. COMPANY
WINDSOR, CANADA

"The Burt Idea is to increase your business and reduce the cost of running it."

SALES CHECK BOOKS

Perfectly Clean Carbon Coated Books.

Separate Carbon Leaf Books.

For

**Perfect Protection
Absolute Accuracy
Reliable Reference**

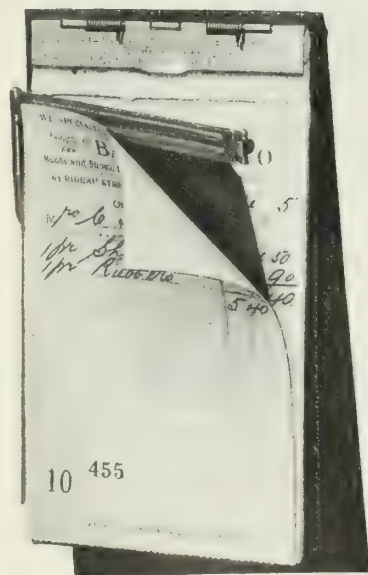
Our sales books cannot be surpassed.

The books illustrated are only two of the extensive line that we manufacture.

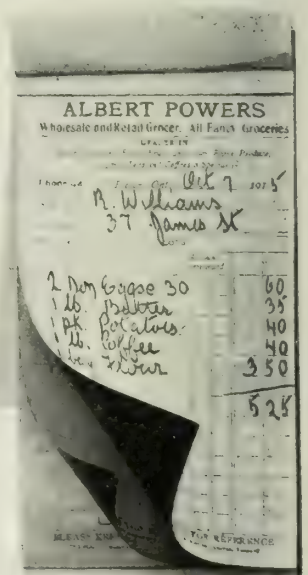
Books made in Duplicate, Triplicate, and Quadruplicate.

When writing ask for information about the Life Leaf Monthly Charge System—
"A System that will preserve your peace of mind."

Careful and prompt attention will be given to all orders, requests for samples or information.



Paragon Carbon Leaf Book With Carbon Holder.



Triplicate Automatic Carbon Coated Sales Book.

F. N. BURT COMPANY, LIMITED

416 Wellington St. West, TORONTO, CANADA

Libby's

Holiday Desserts



Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.



—right fresh from Canada's
finest gardens

and throughout the whole range from the delicious small fruits to luscious peach, the one high quality is maintained—the Stuart quality,—which has already won fame for Stuart products in jam-using Canada.

THE BETTER QUALITY belongs to and is invariably identified with these fine quality pure jams. It's not alone the fine quality of the fresh, sun-ripened fruit used, but the very special efforts which our organization puts forth to preserve its delicious, natural flavor and absolute purity.

STUART'S JAMS ARE PUT UP IN ALL
SIZES OF CONTAINERS FROM NO. 12's
TO PAILS OF VARIOUS SIZES. ORDER
A TRIAL SHIPMENT. GET OUR PRICES
AND TRY STUART QUALITY.

Stuart Limited
Sarnia, Ont.

AGENTS:— Dingle & Stewart, WINNIPEG Fearman Bros., HAMILTON R. S. McIndoe, TORONTO
Howe, McIntyre & Co., MONTREAL Langlois & Paradis, QUEBEC Angevine & McLaughlin, TRURO, N.S.
D. Stewart Robertson & Sons, KINGSTON, ONT.

Windsor Salt

The best known and best advertised
Salt in Canada

Windsor Salt is one of Canada's most famous products. Practically everybody uses it—just as practically every grocer sells it. Because Windsor Salt gives consumer and dealer a square deal.

For purity and quality, Windsor Salt stands in a class by itself. The great buying public knows that no other Table Salt is so pure, so economical, so good.

Windsor Salt is sold only through jobbers—at fixed prices. There are no secret rebates or special discounts. Every dealer pays the same—and we guarantee the price as we guarantee the quality.

Regal Salt

for table use only

Always Dry and Free Running
in the handy Cartons

“REGAL” is the finest grain of Windsor Salt, blended with a very small quantity of Magnesium Carbonate. It is not affected by climate or weather changes—never gets damp or clogs the shaker—and stays dry and free-running. Tell your customers about it—order through your jobber.

THE CANADIAN SALT CO., LIMITED, WINDSOR, ONT.



From the far East to the far West of the Dominion the best grocery stores are fitted with Walker-Bin Fixtures. They promote better service, make selling easier and the store brighter.

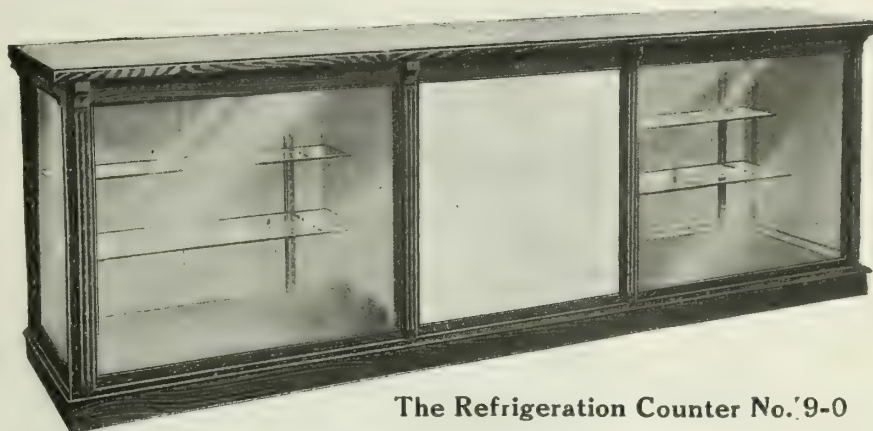


The System of Service

In these days when *Service* counts so much in the getting and holding of business, the store that is fitted with this one idea predominating is sure to come out a winner.

The Walker-Bin fitted store makes selling easy, keeps pure food free from contamination, makes each salesman more valuable and gives customers a service which ensures their continued patronage and their recommendation of your store. *The combination "X" interchangeable wall case* here illustrated is adaptable to any and every size of store, may be moved about, enlarged or reduced in size.

It takes care of your stock of bulk goods and keeps them as clean and pure as those in packages, displays them attractively and enables salesmen to serve more customers, quicker and better. Bins close automatically, chambers airtight, stock does not become germ-laden and air-dried. Lower case 48" high, shelving 48" high.



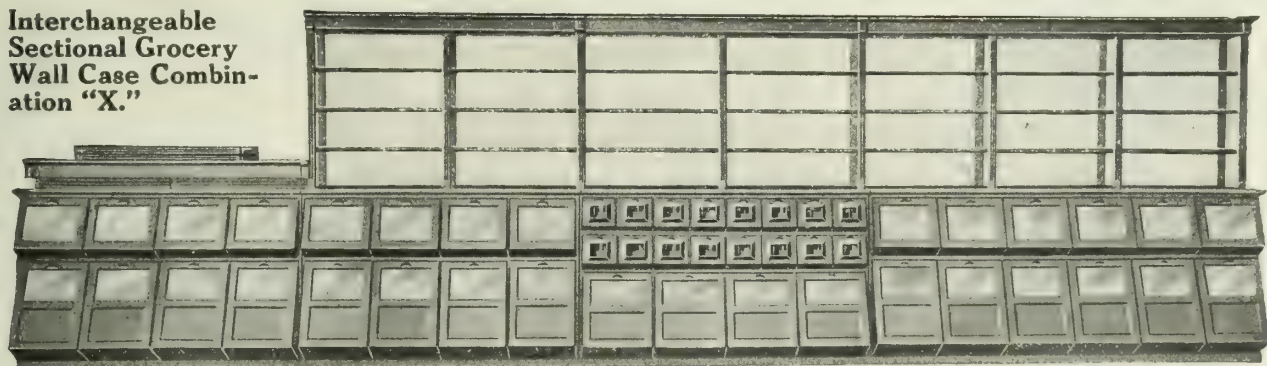
The Refrigeration Counter No. 9-0

Made with opalite top and panel, also finished with marble or glass display top, stock sizes 9 ft. and 11 ft. It's a great saver of perishable goods the year round, has an attractive appearance.

We carry wall cases, counters and showcases in stock in Vancouver, Edmonton, Saskatoon and Winnipeg for Western trade and Berlin for the Eastern trade.

Get in touch with us now for immediate or future needs. Write for full particulars.

**Interchangeable
Sectional Grocery
Wall Case Combination "X."**



The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

WESTERN AGENCIES:

Vancouver: R. J. Borland, Room 611, Northwest Trust Bldg.
Edmonton: Edmonton Specialties Company, 113 Howard Ave.

Saskatoon: North West Specialty Company.
Winnipeg: Watson & Truesdale, 120 Lombard St.

EASTERN AGENCIES:

Ottawa, Ont.: Geo. Cameron, 114 Gilmour St.

St. John, N.B.: R. R. Rankine, 46 Adelaide St.

Montreal, Que.: W. S. Silcock, 33 St. Nicholas St.

Up-to-date Store Fixtures pay handsome dividends.
Consult those who have them

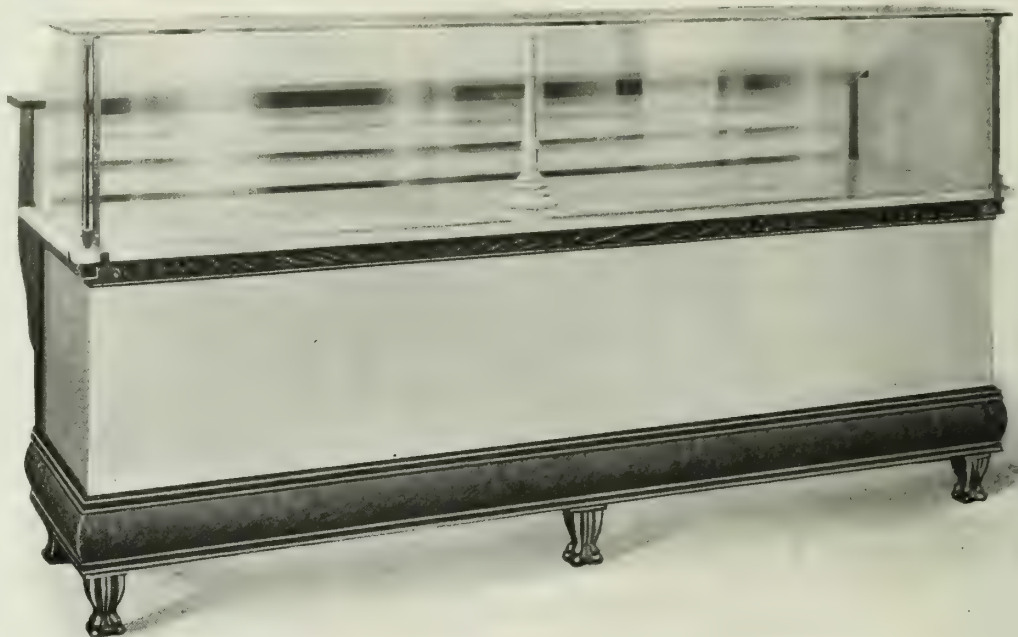
NOTE the handsome Refrigerator Provision Show Case here illustrated. This is a case of similar design as those we recently installed in the new provision department of

The Robert Simpson Co., Limited, Toronto

(known to be the finest in America). It is made in stock sizes or to order.

Consult us when planning on installing or remodelling your Provision Department.

WRITE TO-DAY.



This is our Cold Storage Display Counter.

JOHN HILLOCK & CO., LIMITED, TORONTO, ONT.

Makers of High-Grade Refrigerators and Fish Cases

Good-bye old, awkward
teaspoon—“Sifto” to the fore



The housewife is quick to see the decided advantage in having a fine quality, free-running salt put up in our “Sifto” package, which makes the filling of the ever-empty salt-shaker a pleasure, unlike the old teaspoon way.

“SIFTO” and “CENTURY” SALT

are both of a high-grade quality, scientifically prepared, snowy white and pure. “Sifto” is the last word in table salt quality, put up in sanitary, germ and damp-proof packages, which make attractive counter displays.

These well-known and advertised brands, “Sifto” and “Century,” are on sale by all leading grocers.

The Dominion Salt Co., Limited
SARNIA, ONTARIO

Shirriff's

The Name That Makes the Sale

Shirriff's Products have a high reputation for QUALITY. The housewives of Canada know that the bottles, jars and packages labeled with Shirriff's name contain dependable, high-class food products.



Shirriff's True Vanilla

The purest essence of the Mexican Vanilla Bean. It is 50% above the Government standard. Every bottle gives complete satisfaction.

Shirriff's Jelly Powder

Produces a beautiful, sparkling table jelly. A variety of recipes in every package. Very attractive advertising matter supplied with orders.



Shirriff's Scotch Marmalade

This famous marmalade is put up in a greater assortment of containers than most other brands. There is a size to suit every requirement. The quality is the same good, old Shirriff kind that any home cook would be proud to equal. The demand is greater than ever. Now is the time to order a supply.

Imperial Extract Company, Toronto

Western Representative: H. F. RITCHIE & CO., Limited, Toronto
 Montreal: W. S. SILCOCK Quebec City: ALBERT DUNN Maritime Provinces: W. H. L. USHER, Halifax

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing for the GROCER, BUTCHER and BAKER. No charge accounts, no disputes; insure accuracy; save time in waiting on trade; save labor in bookkeeping,

THEREFORE
SAVE MONEY.

Write Your Jobber or

ALLISON COUPON COMPANY

532 East Market St.
Indianapolis, Indiana, U.S.A.

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

IT'S POPULAR

Those who use
MAPLEINE

like it—it fills a want.
How is your stock?

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780
Montreal, Can. Dorchester, Mass.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue, Toronto

A want ad. in this paper will
bring replies from all
parts of Canada.

New
**Messina
Lemons**

Due November 1st
Order ahead these brands:

"St. Nicholas"
"Queen City"
"Puck"
"Kicking"

They will be among the first arrivals.

J. J. McCabe

Agent
TORONTO.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.
OWEN SOUND, ONT.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
--Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
 HAMILTON, ONTARIO



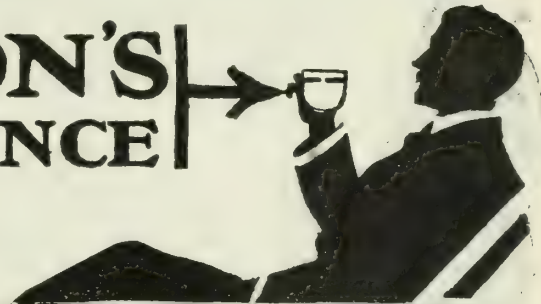
His wife makes such good coffee

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.

SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec
 —Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winni-
 peg—Messrs. Shallerross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London



PARIS



OTTAWA



SYRUP

SPECIALTIES

A beautiful, sweet, pure sugar syrup in bulk, weighing 13 lbs. to gallon, can be sold by the tin, or in sealers, to country or city trade, giving universal satisfaction, with profit to yourselves. Order shipment now. Prices subject to change without notice.

Small's Standard
 IN

5-Gallon tins, Imperial, per gallon 75c
 1-Gallon tins, Imperial, per gallon 78c
 5 Doz. Qt. Bottles, per dozen \$2.15

Sweet Home Brand
 IN

5-Gallon tins, Imperial, per gallon 65c
 1-Gallon tins, Imperial, per gallon 68c
 5 Doz. Qt. Bottles, per dozen \$1.85

ALL JOBBERS:—Freight will not be prepaid on shipments of less than 5 crates, or 2 crates and one bbl., or 2 bbls. Prices on car quantities given on application. See complete list on other page of this issue.

CANADA MAPLE EXCHANGE Limited

Agencies in all Countries

Head Office: 22 Vallee St. MONTREAL, QUE., Canada

Crated and
 Delivered in
 Canada east
 Sault Ste. Marie

POTATOES FOR SALE
Car Lots, Loose or Sacked

**WE ARE SUPPLYING MANY ONTARIO
 MERCHANTS**

WIRE FOR QUOTATIONS

BROWN FRUIT COMPANY
 EDMONTON, ALBERTA

BUY

STARBRAND

"Made in Canada"

**Cotton Clothes Lines
 and Cotton Twine**

**Cotton Lines are as cheap as Sisal or Manila
 and much better**

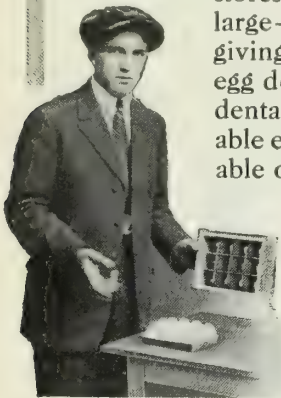
FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Yes! John is a Valued Employee in This Store

And Star Egg Carriers and Trays are one of the most important parts of the store's equipment. You never hear Minneapolis housewives complain of cracked and broken eggs from Chapman's. Rather they are continually telling their friends of the fresh and wholesome eggs they are receiving and the neat, convenient and sanitary manner in which they are left at the house.

There are thousands and thousands of stores like Chapman's, not all as large—and some larger—who are giving their customers this better egg delivery service and who incidentally are building up an enviable egg business and a very profitable one, too.



E. M. Chapman Co., Grocers, Minneapolis, Minn.

What these thousands of Grocers have done, you too can do. Why not get the facts to-day and begin at once? Write us.

STAR EGG CARRIER & TRAY MFG. CO.
1500 Jay Street, Rochester, New York



"A PERFECT COFFEE in a PERFECT PACKAGE"

is how an Enthusiastic Merchant Describes

Gold Standard

"THE CHAFFLESS
COFFEE"

IN VACUUM SEALED TINS

Recommend it to your customers—its palate-pleasing properties will enhance your reputation as a "Quality Grocer."

Half, one and two-pound vacuum sealed tins.

THE CODVILLE COMPANY, Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON



The All-Canadian ALL-WOODEN Wash Boards

—something that takes the place of the old zinc and aluminum board—as good a board, more serviceable; costs less and gives the retailer a better profit.

The great scarcity of zinc and aluminum has forced the price of these materials beyond the reach for wash-board purposes, and has resulted in the production of the

New All-Wooden Board

made of the finest quality Canadian-grown wood, put together with Canadian-made nails and by Canadian workmen. In fact, it is the “All Canadian” Board.

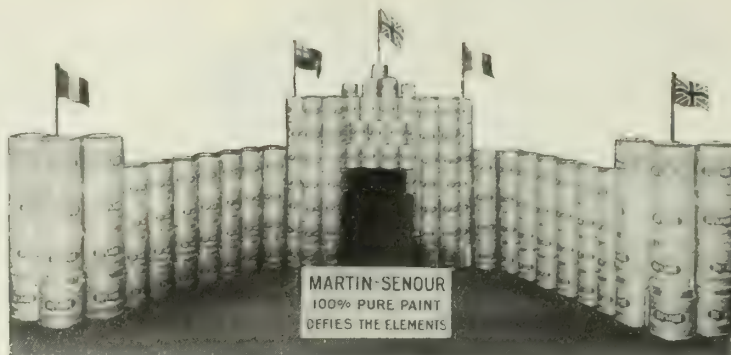
It is a vast improvement on the wooden model sold for many years in England. The rubbing surface is made of the finest grained hardwood. Retails at 20c.

Send your order to-day.
A big profit - maker.

The Wm. Cane & Sons Co., Limited

Makers of the New Wooden Wash Board

NEWMARKET : : ONTARIO



*The Paints and Varnishes that
fortify you against complaints
and make a Big Advance in
your turnover.*

MARTIN-SENOUR PAINTS AND VARNISHES

(MADE IN CANADA BUT SOLD ON MERIT)

The exclusive Agency for this line is a most valuable asset to any merchant's business. Martin-Senour Paints and Varnishes are now so well known for their unsurpassed quality and from the fact that they are so extensively advertised, that more and more people are attracted to the store where they are handled, and consequently they are the easiest and most profitable to sell.

The high quality of each and every Martin-Senour Product is such as to retain and increase the demand of those who have once tried them.

During a year when many manufacturers have curtailed their advertising, sales help and co-operation to such an extent as to almost handicap the dealer, it has been quite noticeable that Martin-Senour Paints and Varnishes were more strongly advertised than ever before. A message of quality and service was circulated through the largest list of Newspapers, Magazines, Farm and Religious Journals ever used by a Paint Firm in Canada. Nearly every Paint user read this message, and the Martin-Senour Dealer Agents reaped the benefit.

Martin-Senour sales help and co-operation is the strongest, consisting of the most effective features of Interior and Exterior Displays, Mailing Campaigns, Follow-Up Systems, and direct help of Salesmen.

This policy will not be curtailed.

It will be *continued* and *strengthened*.

Would you not like to be counted as one of our *satisfied* and *successful* Déaler Agents who is profiting by this policy?

Drop a line for our Proposition, but do it to-day.



The **MARTIN-SENOUR** *Go.*

LIMITED

PRODUCERS OF PAINTS AND VARNISHES

CHICAGO
HALIFAX

MONTREAL
• LINCOLN •

WINNIPEG
TORONTO



W. H. ESCOTT CO., Limited

MERCHANDISE

**BROKERS and MANUFACTURERS'
AGENTS**

Winnipeg, Regina, Calgary and Edmonton

REPRESENTING

**EUROPEAN, UNITED STATES AND CANADIAN
SHIPPERS AND MANUFACTURERS**

OF

Grocery and Confectionery Supplies

Storing and Distributing

Pool Car Shipments

Excellent Storage Accommodation

WE HAVE

FOUR OFFICES and NINE SALESMEN

WE DO DETAIL WORK

WE INTRODUCE NEW LINES

WE GET RESULTS.

**We cover the Provinces of Manitoba, Saskatchewan
and Alberta.**

CORRESPONDENCE SOLICITED.

HEAD OFFICE:

181-183 Bannatyne Ave., Winnipeg, Canada

Try It Yourself, Mr. Grocer

and you will admit it is the most unusual product in all your range of foods, if you see that directions are followed and that a double boiler is used in making porridge, so that you may

COOK IT WITHOUT STIRRING

The reason for this is that it contains linseed. The oil of linseed has been converted, by electricity, into a resin by simply driving off oxygen. This leaves the flaxseed as odorless and tasteless as white flour. If stirred while hot, it again takes up oxygen and becomes linseed oil, thus absolutely spoiling the porridge. This food is

DR. JACKSON'S ROMAN MEAL

made from entire berries of wheat, rye, deodorized flaxseed and bran. It is prescribed by physicians everywhere. It nourishes better than meat, can be baked into every kind of household baking, prevents indigestion and constipation or "money back."

ROMAN MEAL NUGGETS READY COOKED

A new Roman Meal product can now be had at the jobbers. Serve with hot milk or cream and sugar, or soften with boiling water for one or two minutes; drain and add milk or cream and sugar. Carried in the pocket or hand-bag, and eaten as required upon outing occasions and sports of all kinds; they prevent fatigue. They are always ready, are delicious, no trouble, and do everything that Roman Meal will do.

ROMAN MEAL COMPANY

Cawthra Avenue

West Toronto



OUR CANNED FRUITS RECEIVED THE

GRAND PRIZE

AT BOTH CALIFORNIA EXPOSITIONS

This is the Highest Possible Award



PACKED WHERE THEY RIPEN THE DAY THEY'RE PICKED

The Canadian Standard

made under the most sanitary conditions—absolutely one quality—the best. Put up in three distinct grains to meet the requirements or preference of your trade

Whether your patron asks for any particular grain or not, you will notice a look of satisfaction and interest on her face when you suggest that possibly she would prefer another grain and that you can give her any kind she desires. The courtesy is sure to sink in deep—the high-grade quality of

St. Lawrence Sugar



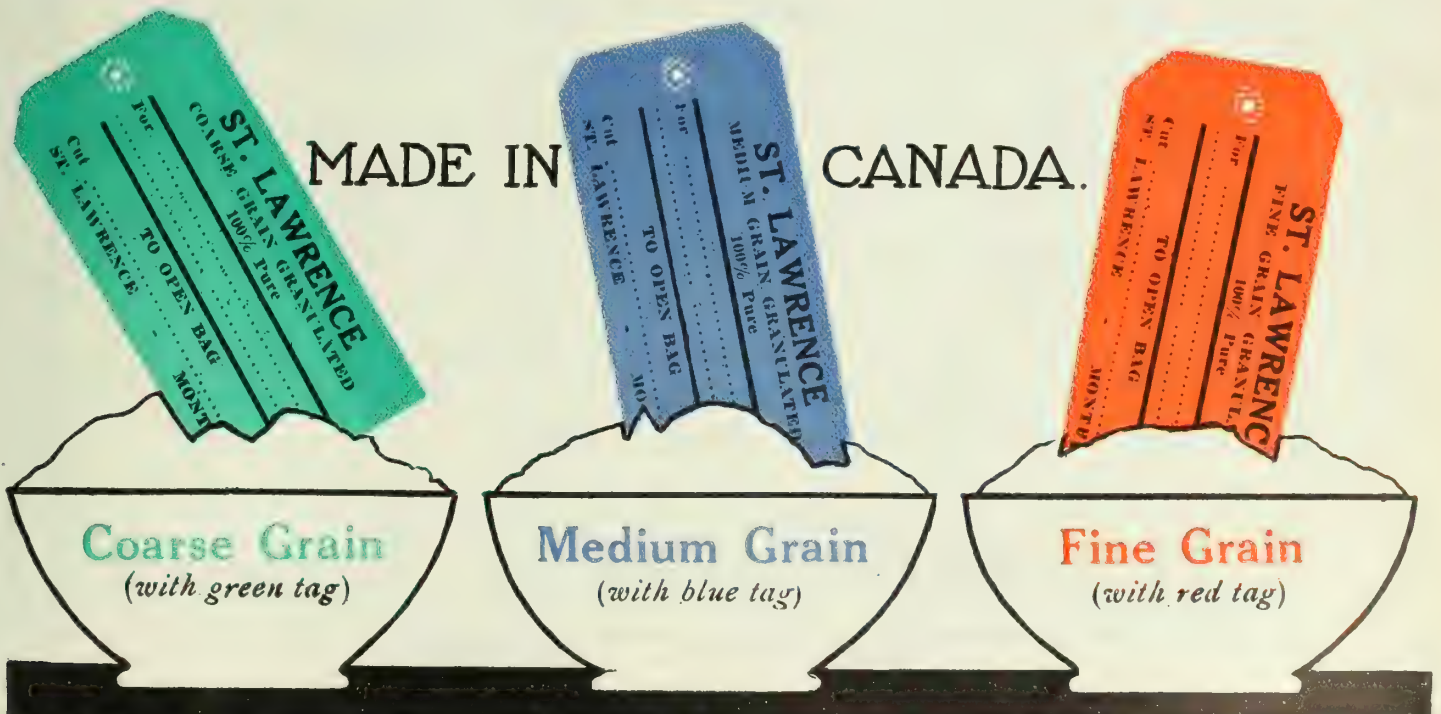
will do the rest and clinch her future business.

The handling of the three grains means little or no more trouble, but gets bigger and better business. It gives unsolicited service to your customer, which after all carries the most weight.

Specialize on Canada's Standard quality sugar in the three different grains.

Send for a copy of "A Story of Sugar," extra copies supplied for your trade.

MADE IN CANADA.



CHEAP TEA

WHEN all teas were cheap, many of your customers paid ten cents a pound extra for a really good tea.

Some are now paying the same price they paid before but getting the poorer tea—and they are apt to complain that the tea is not as good as it used to be.

Of course it isn't.

You know a 40c tea now is only the same as a 30c tea was a year ago.

Of course the man or woman who was drinking a 40c tea a year ago and to-day is drinking a tea that now costs 40c will complain, *unless* they have been told when they bought the tea that they would find the quality poorer than they had been accustomed to.

Do you and your clerks always think to tell them?

Shouldn't you?

Wouldn't it save complaints? And wouldn't you usually sell 50c tea to those who a year ago were buying 40c tea?

They like a real good tea now just as much as they ever did. The woman who buys a pound of poor tea from you will blame you for selling it to her, and she won't always tell you about it.

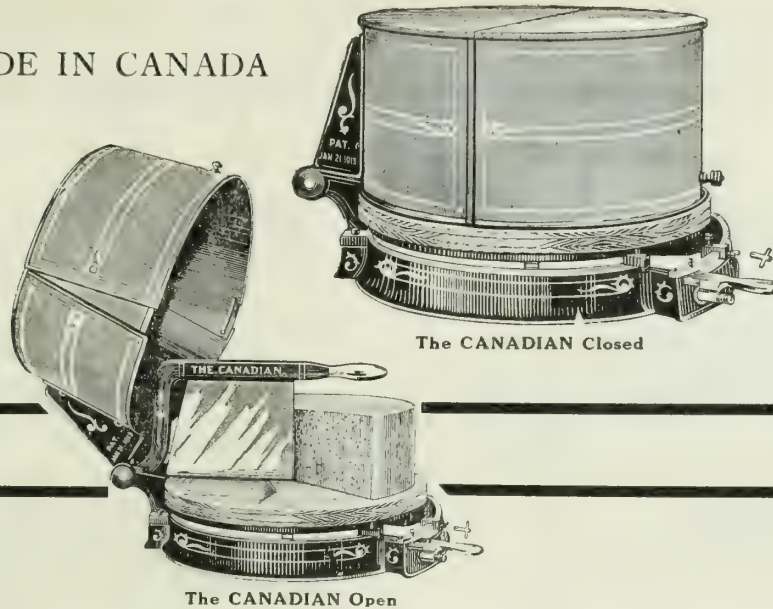
The complaint that does us the greatest harm is the one we don't hear about.

If you now sell 50c Red Rose Tea to the woman who before used a 40c tea, you can be certain there will not be any complaints. You will hold your good customers.

T. H. Estabrooks Co., Limited

7 Front St. E., Toronto

MADE IN CANADA



Stop Cheese Waste

*Stop
Overweight*

Few customers will kick even if a piece of cheese comes to a few cents more than they figured on, but the dissatisfaction is there just the same and continued dissatisfaction ends one way—loss of custom.

*Stop
Drying Out*

The Canadian Cheese Cutter computes by money value 5, 10, 15 and 20 and by $\frac{1}{4}$, $\frac{1}{2}$ and one pound. No guess-work, no loss of time, no waste by having scraps left over or by cheese drying out.

*Stop
Dissatisfaction*

The old-time obsolete method of cutting cheese with a wire or knife is fast giving place to the Canadian way—the customer-satisfying way.

Use the
Canadian

Make more profit out of your cheese department.



Write for full particulars.

The Computing Cheese Cutter Co.

WINDSOR, ONT.



OATS, PEAS, BEANS, Etc.

handled in any quantities to best advantage
by the

LARGEST BROKER ON THE SPOT ELZEBERT TURGEON

Grain and Provision Broker
126 ST. PETER STREET, DOMINION BLDG., QUEBEC

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto
Gunns Limited, West Toronto

Better send your Samples to F. de B. GOURDEAU

61 ST. PETER STREET - QUEBEC

before you sell your Peas and Beans

Bought outright or sold for your account on commission
Perhaps you have some

SPROUTED PEAS

That you cannot sell well
WE HAVE THE TRADE FOR CHOICE AND OFF-GRADE

EUGENE PICHER

COMMISSION MERCHANT

GRAIN, HAY, PROVISIONS AND GROCERIES

Agencies Solicited. Your Business will receive
the Best of Attention by the Man on the Spot.
We call on the Wholesale and Retail Trade.

91 Dalhousie Street, QUEBEC

PROVISIONS, FLOUR

AND

GENERAL GROCERIES

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants

83 Dalhousie Street, - QUEBEC

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Enlist St. Lawrence Starch

—a fine, big trade-puller

The past year has proved the importance of Corn Starch in the relieving of present food conditions.

With Winter coming on St. Lawrence Pure Corn Starch will have a big call.

The St. Lawrence quality has woven the name St. Lawrence into the very fabric of the Canadian housewife's weekly grocery list—made it one of the indispensables of modern culinary.

St. Lawrence Pure Corn Starch is the best quality put up, guaranteed pure, and is especially recommended for children's and invalids' diet, for blanc mange, custards, puddings, gravy, soup and sauce thickening, etc.

Note the attractive new style package with its golden wrapper, its tight paper-bag lining, its folding top which does away with the cutting of the top and prevents deterioration and absorption of odors.

This package adds much to the selling points of St. Lawrence. It makes an attractive display.

Send a sample order and show St. Lawrence in your displays.



Manufactured and Guaranteed by the

St. Lawrence Starch Co., Limited

PORT CREDIT, ONT.

BARGAIN WEEK IN TEAS and COFFEES

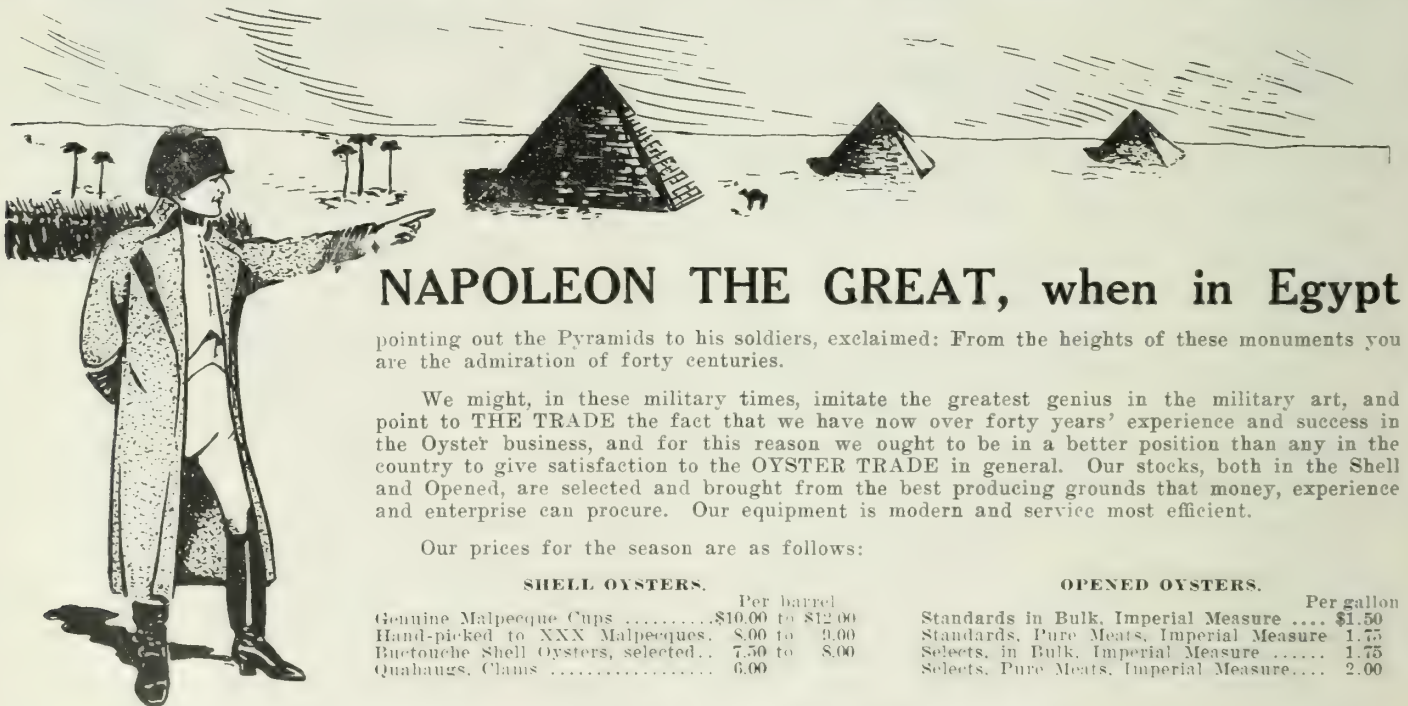
We offer, subject to being unsold, the following Teas and Coffees:

40 hf. chests Ceylon, bro. org. Pekoe, flavouring, with body, at	35c
12 chests Ceylon Pekoe, fine Flavour	30c
13 hf. chests Dargeeling, Pekoe, fine Dargeeling flavouring	30c
6 hf. chests Dargeeling, bro. org. Pekoe, stylish leaf with rich flavour	35c
24 chests Ceylon, Hyson No. 1, Bramhall, light water	25c
18 chests Ceylon, Fannings coloured, light water	17c
12 hf. chests China, Young Hyson, 1st, good leaf and cup	20c
2 hf. chests China, Young Hyson, extra sifted, very fine cup	38c
9 hf. chests China, Young Hyson, extra firsts, good leaf with fine flavour	32c
18 hf. chests China, Young Hyson, Points, light water	18c
17 hf. chests China, Pin head, Gunpowder, light water with good flavour	32c
24 hf. chests China, tight roll, Gunpowder, light water with good flavour	28c
14 hf. chests China, tight roll, Gunpowder	22c
30 25 lb. cads. Early Japan, Earl of Minto, No. 1.	26c
50 25 lb. cads. May picked, Japan, very fine leaf and cup	32c
30 50 lb. hf. chests May picked, Japan, very fine leaf and cup	30c
9 80 lb. hf. chests May picked, Japan, very fine leaf and cup	29c
14 20 lb. cads. Formosa Oolong, with flavour	30c
4 20 lb. cads. Formosa Oolong, tippy with rich flavour	38c
10 bags Bogoto Coffee, green.	20 bags Columbian Coffee, green.
10 bags Mexican Coffee, green.	15 bags old crop Santos Coffee, green.

Roasted Coffees (Whole or Ground), very reasonable.

All of the above at greatly reduced prices, with 10% cash dis. Toronto.

MINTO BROS., Limited, - TORONTO



NAPOLEON THE GREAT, when in Egypt

pointing out the Pyramids to his soldiers, exclaimed: From the heights of these monuments you are the admiration of forty centuries.

We might, in these military times, imitate the greatest genius in the military art, and point to THE TRADE the fact that we have now over forty years' experience and success in the Oyster business, and for this reason we ought to be in a better position than any in the country to give satisfaction to the OYSTER TRADE in general. Our stocks, both in the Shell and Opened, are selected and brought from the best producing grounds that money, experience and enterprise can procure. Our equipment is modern and service most efficient.

Our prices for the season are as follows:

SHELL OYSTERS.		OPENED OYSTERS.	
	Per barrel		Per gallon
Genuine Malpeque Cups	\$10.00 to \$12.00	Standards in Bulk, Imperial Measure	\$1.50
Hand-picked to XXX Malpeques	8.00 to 9.00	Standards, Pure Meats, Imperial Measure	1.75
Bucktonche Shell Oysters, selected	7.50 to 8.00	Selects, in Bulk, Imperial Measure	1.75
Quahaugs, Clams	6.00	Selects, Pure Meats, Imperial Measure	2.00

D. HATTON COMPANY

Largest Exponents of the Fish Trade in Canada

ESTABLISHED 1874

MONTREAL

All Ready Sir!



No matter whether the cream has gone wrong, or the milk has run short, if there's a can of "Canada First" in the house the supper need not be interfered with.

The tea, coffee or cocoa is always ready when they are needed, as far as the cream is concerned.

There is a widespread growth in popularity of "Canada First" Milk, for it is always on hand for every emergency. It is taking the place of the raw milk and cream in thousands of Canadian households.

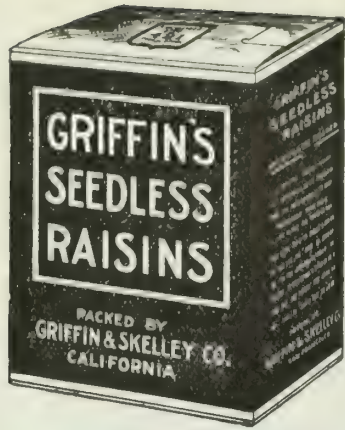
Its rich flavor, when once used, supplants the washy taste of the milk usually procurable in towns and cities.

Emphasize "Canada First" in your case, counter and window displays of winter requisites—winter drinks, afternoon tea and evening supper dainties.

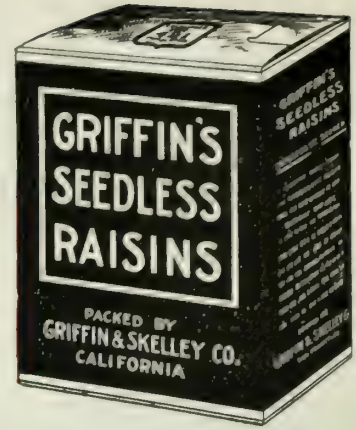
Start the "Canada First" flavor and quality working for you.

ORDER YOUR SUPPLY NOW

Aylmer Condensed Milk Company
LIMITED
HAMILTON, CANADA



Griffin's Seedless Raisins



If Little Jack Horner, sitting in a corner, eating his Christmas pie, had put in his thumb and pulled out a Griffin's Seedless Raisin, he would have known that his mother's Grocer was a judge of quality.

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Brandon and Vancouver, are open to represent lines that do not compete with the following:

The Borden Milk Co., Montreal. Evaporated and Condensed Milk.	Maples Ltd., Toronto. Maple Syrup and Maple Butter.
Canada Starch Co., Montreal and Brantford. Starch, Syrup and Glucose.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
Griffin & Skelley, San Francisco. Dried Fruits and Canned Goods.	National Licorice Co., Montreal. Licorice.
E. D. Smith & Son, Winona. Jams, Jellies and Marmalade.	W. A. Taylor & Co., Winnipeg. Horse Radish and Relishes.
J. H. Wethey, Ltd., St. Catharines. Mince Meat.	William Rogers & Co., Denia, Spain. Valencia Raisins.
Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco Soaps, Soap Powders.	Robin Hood Mills, Ltd., Moose Jaw. Rolled Oats and Flour, Manitoba only.
Ingersoll Packing Co., Ingersoll. Cheese and Smoked Meats.	Thornton & Co., Malaga. Blue Fruits and Almonds.
Gorman, Eckert & Co., London. Olives, Spices and Extracts.	Manford Schier, Dunnville. Evaporated Apples.
The Dominion Sugar Co., Wallaceburg. Sugar.	Arbuckle Bros., New York. Green Coffees.
Foster & Holtermann, Brantford. Honey.	Bailey Broom Co., Kingston. Brooms.
Harper-Presnail Cigar Co., Hamilton. Cigars.	Mothers Macaroni Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc.
Crescent Mfg. Co., Seattle. Mapleine.	D. Urquhart, Hensall. White Beans.
Desigaulx & Co., Bordeaux. French Goods.	

Mason & Hickey

287 Stanley Street

Winnipeg, Canada

More Sales of Borden's Milk Pro- ducts Mean More Than Extra Profits.

Don't think that your interest in increasing the sale of Borden's products stops with the extra profit you make. Your benefit is only starting.

Mrs. Jones is persuaded by you and the attractiveness of your window trim to use Borden's Eagle Brand Milk or one of the many other lines; she is pleased with the quality and its great convenience, and tells her friends so.

They in turn buy Borden's from you and incidentally make other purchases—the result of your efforts then begins to show in increased business for your store, for other departments.

This is the most opportune time, right now, to get Borden's Milk Products before your customers. Show them in your windows and in your counter displays. Suggest them when taking orders.

Start Now.

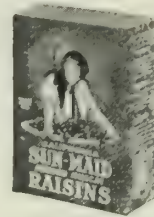


Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B. C.

**This
Package**



**This
Package**

SELLS

**This
Bread**



**This
Bread**

—and You Sell Them Both

History Repeats Itself

You know what happens every little while. You have some sleepy staple lying upon your shelves waiting for the few people who know about it. Suddenly somebody comes along and "shoots it off." He takes that staple, touches it up, makes it better, gives it a name, puts life into it, starts talking about it up and down the country, gets people to thinking about it in a new way, gets them to believe it is something they want after all—and presto!—it begins to sell.

It's Doing It Now

That is precisely what is happening to raisins now. We came along, took from the cream of the California crop, standardized it, gave it a good name—Sun-Maid Raisins—packed it in the sort of cartons people like, and began to talk about it, widely, convincingly, up and down the country. Talked about how good raisins are—particularly Sun-Maid Raisins—and how good they are for you. Talked about them by themselves, and especially as an element in California Raisin Bread, made with Sun-Maid Raisins after a remarkably good recipe.

See What Has Happened

We have created a new demand for two things you sell. We have made each one sell the other—California Raisin Bread sells Sun-Maid Raisins, and Sun-Maid Raisins sells California Raisin Bread. And you sell them both. Or you ought to. Grocers everywhere are doing it who sold scarcely any raisin bread before, and very few package goods. Raisins and raisin bread are coming into their own at last—all kinds of raisins, but especially Sun-Maid Raisins and California Raisin Bread—the kind we are spending \$160,000 to talk about in the Saturday Evening Post and the Ladies' Home Journal and in local campaigns.

The Raisin Business Is Being Rebuilt

We don't know whether you realize what is happening. Things are moving pretty quickly. But we want you to. People in your town are going to get Sun-Maid Raisins and California Raisin Bread somewhere. We'd like to help you make them get them of you. We'll tell you how we do this—how we are doing it successfully for grocers all over the country—if you will send us the attached coupon. But you had better send it at once. Things are moving pretty rapidly, as we have said, and we don't like to see you get off to a slow start. Better write to-day—now—this minute—before you put the paper down.

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6,000 Grocers
Home Office, Fresno, California
Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (76)

Grocer's Name.....

Street

City



Science, practice, and 64 years of experience are back of Eddy Matches

Not for one moment have we rested on our laurels—Not for one moment have we failed to take the initiative in producing matches that will better meet the demand of an increasingly critical public.

Science has made rapid strides and we have kept pace with her in the improving of Eddy Matches.

No matter who comes or goes in the match market you will find Eddy in the lead with the very latest improvements in matches.

Every match is perfect—perfect in the wood, perfect in the head and more than that there is an Eddy style to meet every requirement.

Note the following:

Domestic Size

"Silent 5's," "Safelight,"
"Red Bird," "Golden Tip,"
"Buffalo," "Home."

Pocket Size

"Pony Silent," "Ever Ready,"
"Comet Silent," "Sesqui 50's."

Pocket Size Safeties

"Capital," "Eddy," "Eddy-
stone," "Comet."

Wax Vestas, in seven sizes.

Flamers and Gaslighters

The count is right and each box
as good as the sample.

Order from your wholesaler.

EDDY
ESTABLISHED A.D. 1851.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.
MACKENZIE & MORRIS
 LIMITED
 BROKERS

Groceries, Provisions and Produce
 C.P.R. Building, TORONTO

W. G. A. LAMBE & CO.
 TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO.
 Limited

Manufacturers' Agents
 and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR

White Beans and Evaporated Apples

W. H. Millman & Sons
 Wholesale Grocery Brokers
 TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone

HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
 ST. JOHN'S - NEWFOUNDLAND
 MANUFACTURERS' AGENTS
 and COMMISSION MERCHANTS
 Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

**One Inch Space
 \$1.00 Per Issue
 on Yearly Order.**

QUEBEC.
W. J. McAULEY
 Commission Broker

Flour, Feed, Grains, Potatoes.
 We are open for a good agency in food-stuff line, calling on the retail trade.
 522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.
GEORGE E. MEASAM
 COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.
 Edmonton - - - - - Alberta

H. P. PENNOCK & CO.,
 Limited

Wholesale Grocery Brokers
 and Manufacturers' Agents.
 WINNIPEG REGINA
 We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE

Wholesale Commission Brokers and
 Manufacturers' Agents
 120 Lombard Street
 WINNIPEG MAN.
 Domestic and Foreign Agencies
 Solicited.

W. H. Escott Co.,
 LIMITED

**Wholesale
 Grocery Brokers and
 Manufacturers' Agents**
Commission Merchants

**WINNIPEG REGINA
 CALGARY EDMONTON**

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Who Wants Your Order?

¶ The firms that are most likely to appreciate your order are the ones that are keenest to get it.

¶ The firms that advertise are bidding for your business in a broad, yet personal way—the modern way. They are proud of their goods and are not ashamed to show them in public to the most critical.

¶ Patronize the firms that advertise.

¶ A firm that appreciates your order will serve you well.

TODHUNTER'S COCOA

Absolutely
Pure



Absolutely
Pure

Todhunter's absolutely pure Cocoa is put up in half and one-pound jars at a cost to you no more than cocoa packed in ordinary tins.

Todhunter's cocoa is made from the finest variety of cocoa beans—the pick of the market.

In pushing sales of *Todhunter's* absolutely pure cocoa in jars you are doing so without any extra cost to yourself or your customers, but absolute satisfaction to both.

We have a special proposition for you which includes a special window display—a real sales-getting proposition.

Write to-day

Todhunter, Mitchell & Company
Importers and Manufacturers
TORONTO, CAN.

SATISFACTION AND PROFIT

Distribute satisfaction to
your customers and reap
profit for yourself by
selling

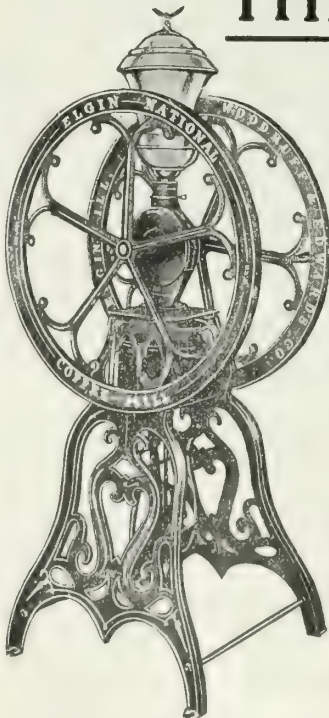
CHASE & SANBORN'S HIGH-GRADE COFFEES

Chase & Sanborn,

-

Montreal

Canada's Most Popular Coffee Mill is THE ELGIN NATIONAL



No. 35

WHY?—Because of its
Simplicity of Construction
Beauty of Finish
Easy Running
Fast Grinding and
Long Lasting Qualities

ALL COMBINED FOR YOU in the ELGIN NATIONAL at
the LOWEST POSSIBLE PRICE.

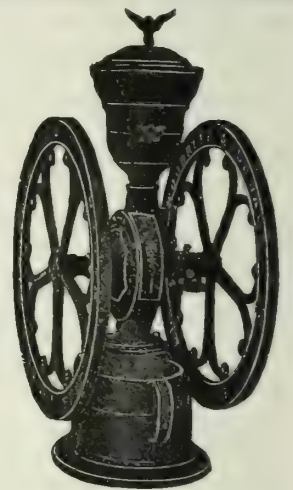
ADJUSTED while running, to cut as coarse or fine as desired.

GUARANTEED to STEEL-CUT Coffee faster than any other
mill of same size.

Live Canadian Grocers are using the ELGIN. YOUR COFFEE DEPARTMENT NEEDS AN
ELGIN NATIONAL. The best CANADIAN JOBBERS handle ELGIN NATIONALS.

Write any of the following Canadian Jobbers TO-DAY for illustrated Catalog and Prices.

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
QUÉBEC—Minto Bros.
MONTREAL—L. Chaput, Filz & Co., Limited, The Canadian Fairbanks Co. (and branches); Minto Bros.
TORONTO—Eby, Blam, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
HAMILTON—James Turner & Co.; Balfour, Snow & Co.; McPherson, Glasco & Co.
LONDON—Gorman, Eckert & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); the Colville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Strathlee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, Alta.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress
Manufacturing Co.



No. 40

Made by **WOODRUFF & EDWARDS CO.,** ELGIN ILL.

A Big Filler for the Daily Pie

Stock It and Hear Your Cash Register Ring



—has the taste that gets 'em

One taste of a steaming hot pie made with Wethey's Mince Meat will ensure you more business than all the talking and window display you can put over.

IT'S THE TASTE

The superior flavor of Wethey's Mince Meat comes from the purity and the quality of the ingredients used—the care exercised in the preparation.

WETHEY'S HAS ALWAYS BEEN THE STANDARD FOR MINCE MEATS

Stock Wethey's Condensed Mince Meat. Give it a display. It sells itself.

ORDER FROM YOUR WHOLESALE

J. H. Wethey, Limited
ST. CATHARINES, ONT

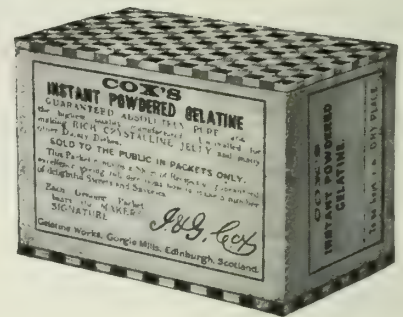
*Over Seventy
Years Under
the Colors*



*Over Seventy
Years Standard
of Purity*

ENSURE YOUR PATRONS THE
ACME OF GELATINE PURITY
BY SELLING

COX'S



The Governmental eye is on the gelatine being used and sold as pure.

No chances are taken when you sell and your patrons use Cox's Powdered Gelatine.

It always maintains its high standard of purity, which has made it the household favorite for nearly three-quarters of a century.

Recommend Cox's and keep your customer's confidence and trade.

Arthur P. Tippet & Co.

Agents

MONTREAL

TORONTO

They're Still Leading

After years of satisfying customers and leading the trade in this staple condiment.

Colman's and Keen's Mustards are still ahead and favorites with all classes.

Winter time calls for the use of more meat. This in turn calls for good mustard. Are you supplying the best?

Your own interests demand that Colman's and Keen's Mustard be given the prominence on your shelves.



AGENTS FOR THE DOMINION OF CANADA

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

"EUREKA" *spells*
success in meat and provision
sales



Trying to increase the sales of goods without proper equipment is like trying to pull yourself up by means of your shoe straps. It can't be done.

You really cannot hope to materially add to your turnover if you are handicapped by the use of a poor refrigerator. Besides possible lack of custom through lack of proper display you run the risk of loss through spoilage.

Installing the "Eureka" Refrigerator has been the turning point towards better business for hundreds of grocers. You cannot afford to lag behind.

Write to-day for particulars.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO



*Rich
Nutty
Flavor*

Dunn-Hortop Ltd., Toronto.
W. H. Dunn Ltd., Montreal.
J. W. Gorham & Co., Halifax, N.S.
Mason & Hickey, Winnipeg.

CANADIAN GROCER

VOL. XXIX

TORONTO, OCTOBER 29, 1915

No. 44

Canada's Immense Harvest

Cereal Crops Show Record Gains With Total Wheat Yield of 336,000,000 Bushels—Finest Oat Crop in History—Records in Other Cereals—What This Means to the Business Interests of the Dominion.

CANADA has been blessed with a beautiful harvest. Her wheat crop alone has been estimated by the Dominion Government at 336,258,000 bushels. Tillers of the soil have therefore not sown in vain; nor did they sow their seed on rocky land, but in a soil the fertility of which is unsurpassed. The immensity of the wheat crop of the Dominion is beyond the expectations of the majority of those who have been keeping close tab on the situation, and the above mentioned crop was harvested from 12,986,400 acres, representing an average yield per acre of 25.89 bushels. Compared to a year ago, the total Canadian wheat crop is no less than 174,978,000 bushels in advance. In fact this advance is more than the total wheat yield of 1914 which was 161,280,000 bushels. This makes our crop more than double, or 108 per cent. better than that of a year ago. The previous highest wheat yield was 231,728,000 bushels in 1913, so that this year's yield is 104,541,000 bushels or 45 per cent. in excess of that year.

Going further into this wheat mathematical problem, which is a most interesting one from the standpoint of business, it will be seen that the yield is 72 per cent. in excess of the annual average yield 196,026,000 bushels for the 5 years from 1910 to 1914.

Other Cereal Crops

Nor do the above stupendous figures illustrate Canada's cereal crops. The official Government figures on oats makes the total yield this year 481,035,500 bushels which were garnered from over 11,000,000 acres, making an average yield per acre of 43.33 bushels.

The yield of barley is now estimated at 50,868,000

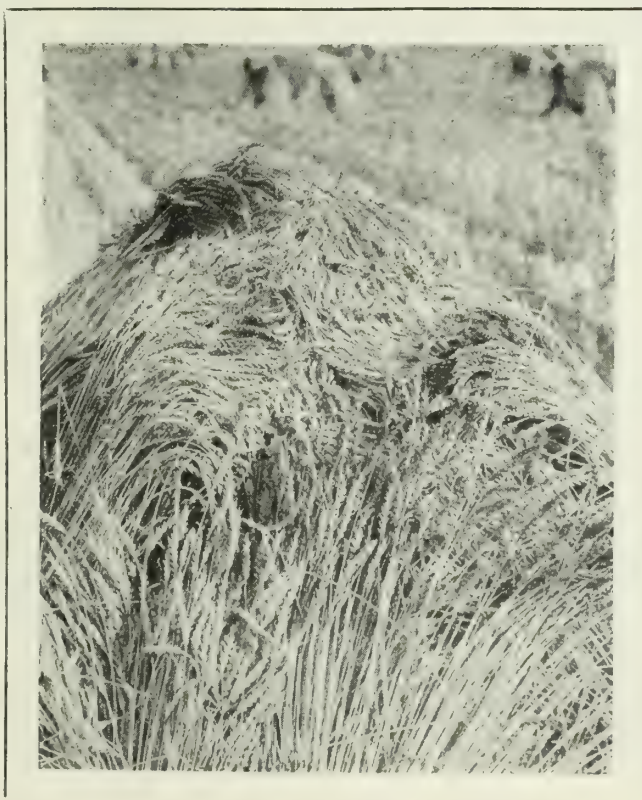
bushels harvested from 1,599,350 acres making an average yield of 33.7 bushels. The yield of rye is now placed at 2,478,500 bushels from 112,300 acres or 22.7 bushels per acre. The estimate on flax seed is 12,604,700 bushels from 1,009,600 acres of 12.48 bushels per acre.

The remaining grain crops of Canada whose yields have been recently reported on by the Government are as follows: Peas, 3,240,000 bushels; beans, 594,000 bushels; buckwheat, 8,101,000 bushels; mixed grain, 17,128,500 bushels and corn for husking 14,594,000 bushels.

In the three North-western Prairie Provinces the estimated yield of wheat is 304,200,000 bushels and of oats 305,680,000 bushels. By a little subtraction the yields of wheat and oats for the remainder of Canada can be readily secured.

Any pessimist who doubts the favorable position in which Canada stands to-day should memorize these figures. These have been secured from the records of the Department of Agriculture of the Dominion Government and are therefore as authentic as can be procured anywhere. It should, too, be remembered that while agriculture is Canada's chief occupation it by no means represents the entire wealth of the Dominion. Added to our cereal crops we have the products of the fisheries, the mines, and the forests. Then arising out of all these sources of production we have our factories that are employing thousands and thousands — all of which brings us an optimism of an exceedingly contagious character.

In succeeding pages of this, our Annual Fall Sales Number, will be found the ringing of true notes of "Business As Usual" in every article.



WHEAT. Canada has produced no less than 336,000,000 bushels of this King of Cereals this year.

Splendid Christmas Prospects

Retailers in Every Province Point to Trade Having Been Beyond Expectations This Year -- Outlook is Fine Because of the Good Crops—Methods Merchants Adopt to Get More of the Big Holiday Trade.

By Thirty-seven Canadian Dealers

THAT retail business conditions throughout Canada are in a highly satisfactory position is attested to by replies Canadian Grocer has received from readers in all parts of the country. A number of questions were submitted and replies came in from every direction. One question asked was what methods retailers adopted a year ago to get more Christmas trade. Naturally the answers will be of special interest to every reader of the paper. Some of the replies are as follows:

Hunter Bros., Rossland, B.C.—"Business with us this year has come up to our expectations. This town is in a mining district and the pay roll is about normal, so that our prospects for fall and Christmas trade are quite fair."

"Last year we used the usual newspaper space as well as some special advertising to get after Christmas trade. On account of the uncertainties existing last year the holiday trade was not extra large, but this year the feeling is much better and we look for fair business."

* * *

Geo. Lowe, Sidney, B.C.—"So far this year business has been better than anticipated. Although there is little farming in this district, what crops there were were fairly good, and our fall and Christmas prospects are good. Last fall for the Christmas trade I stocked first-class goods, and when I recommended an article and guaranteed it, I stood by it. I maintain that a square deal to everyone is a big feature in securing a reputation."

* * *

The Jenkins Grocery, Calgary, Alta.—"So far this year business with us has been better than we anticipated. Crops have been excellent around here, and we expect to get a good share of the farmers' business, particularly as this present crop should put them on their feet and make them better cash customers. The fall and Christmas prospects are looking well. Buying of course is done more carefully, and probably we shall not be taking the chances we did three or four years ago. Last year, in order to get after the Christmas trade we showed early displays of Christmas goods, and paid more attention to selling Christmas lines. This brought us good results."

H. W. Walker, Kinuso, Alta.—"This year's expectations from a business standpoint have been realized. Crops have been good, and if markets were only better, it would be a splendid thing for the farmer. If the farmer can market his produce, we shall have a splendid fall and Christmas trade."

* * *

D. F. Trackwell, Battleford, Sask.—"Considering the conditions under which this town is working, business has exceeded our expectations. Crops have been unusually good, and farmers are getting in much better shape. All indications point to good fall and Christmas trade."

* * *

Woodside's Limited, Saskatoon, Sask.—"With us business has been about as expected and as good as last year. Crops have been considerably in advance of last year and farmers are in a splendid position to pay their accounts and buy heavily. Fall and Christmas trade prospects are good. Our chief method for getting this trade is Quality First."

* * *

Samuel D. McMicken, Moose Jaw, Sask.—"Crops in this district have been extra good this year, and business up to the present has been better than expected. Fall and Christmas prospects are fair. Threshing has been a little delayed on account of rain."

"Last fall Christmas business was not any too good on account of a lack of money but by keeping quality to the front and using personal salesmanship we found results to be more successful than if we had attempted to cut prices."

* * *

G. S. Munroe & Co., Reston, Man.—"Fall and Christmas prospects are good with us because of the fact that crops have been good and farmers are in a good position financially. Up to the present this year business has been considerably better than we expected. Last fall we bought very carefully, marked our goods at close prices and displayed them to the best advantage, and in every way endeavored to serve our trade better than before. We think it made for a good deal better business."

* * *

Anderson & Langstaffe, Kemptville, Ont.—"Business so far this year has a lead on 1914, and with good crops farm-

ers are in a good position to purchase as usual. Prospects for fall and Christmas trade are splendid. Last fall we endeavored to keep every Christmas line full and did not make any endeavor to sell from pictures. We believe in having the goods to present to our customers."

* * *

T. H. Rogers, Carnarvon, Ont.—"Business here has been as good as expectations. However, being in the lumbering district we may not be so well off as merchants situated in farming districts. Nevertheless, the total business for the year will exceed at least 80 per cent. of our best year. Crops were good in the district, but the quality was only fair, owing to damage through rain. Owing to the fact that only a few lumber camps will be in operation this year, we can say that fall and Christmas prospects are only fair. Last Christmas we eliminated all senseless gifts and endeavored to sell practical goods wherever possible."

* * *

S. Bruegeman, Chesley, Ont.—"With us so far this year business is ahead of last and much better than I expected. With few exceptions the crops in this district are good. Of course many of the farmers here go in extensively for stock raising and this has been a good year for that. We certainly anticipate doing a better fall and Christmas trade this year than last in view of the outlook. During the past year we have gone very cautiously, being careful to give no more credit than was absolutely safe."

* * *

The Hudson's Bay Co., Dinorwic, Ont.—"Our business here is chiefly with the Indians trading for furs. However, we are also doing a much nicer business here with the white trade than previously. This year's business up to this time is much in excess of last year, although in the meantime we have absolutely insisted on cash or thirty days, and weeded out all doubtful and bad accounts. This is not a farming section but we have a few homesteaders here who have done very well this year both in garden stuff and grains. Last Christmas we went in to show useful articles more than usual for gift giving, and had a good success. Much more needful things were bought than in previous years."

"Wishing you every success in the continuation of the good work you are always at, in the best of its kind."--Canadian Grocer.

* * *

Mr. T. Hutchinson, Newton, Ont.—"To get more Christmas trade we endeavor to purchase Christmas goods as carefully as possible—to anticipate the wants of our customers. We also display the goods as attractively as we can.

"We have had an average trade so far this year. Crops are above the average, and fall and Christmas trade prospects are fair."

* * *

Samuel A. King, Providence Bay, Ont.—"Business with us has been rather better than expected. In fact it was nearly up to the year before the war. Crops have been good. Cattle buyers, however, are not quite so numerous as usual. Little timber was bought in this vicinity last fall and winter, and this caused money to be a little scarcer, but farmers are all in a good position financially. For Fall and Christmas trade the outlook is bright, although of course there is a tendency for some to hang onto their money."

* * *

J. G. Pritchett, London, Ont.—"With us trade has been much better, as we are quite a bit in advance of this time last year, and so have no cause for complaint. Farmers surrounding London are in comfortable circumstances, although the rains did considerable damage this season, especially to potatoes."

* * *

J. E. Walmsley, Belleville, Ont.—"Crops in this district were good, and the farmers are in a splendid position to purchase as usual. So far this year trade has been better than we anticipated, and the Fall and Christmas outlook is splendid."

In referring to methods adopted last year to get more Christmas trade, Mr.

Walmsley says, "We get busy and kept busy." Here is a good motto for any store.

* * *

Wm. Gilbert, Cambray, Ont.—"We believe that Fall and Christmas prospects look very bright. So far this year business has been better than anticipated. Crops were good, and farmers are in splendid shape to purchase lots of goods. Last Fall, one of the methods that got us considerably business was the fact that we paid the highest price for produce, and any goods we did not have in stock that were called for, we secured for our customers by express. We aim to give as good a service as possible."

* * *

Ed. Mitchell, Norham, Ont.—"Extra good, is the way we have to designate business up to the present this year; and in view of the good crops throughout the district, we are quite certain that farmers are in a better position to purchase goods. Fall and Christmas prospects are splendid, particularly when compared with last year when things were somewhat quiet following the outbreak of war."

* * *

D. K. Clark, Hamilton, Ont.—"Business has been better this year than our expectations. On account of so much wet weather, crops are falling a little below what was anticipated earlier in the season, yet they are still good enough to put farmers in a splendid position. Fall prospects are improving, and we are looking forward to a more hopeful Christmas trade than last year, and we certainly do not anticipate any return of the depressed conditions of affairs that existed a year ago. The number of unemployed is now comparatively few.

"To go after more business last year, we presented attractive window displays of seasonable goods, and we found this proved a most effective advertisement."

R. B. Brown, Brigden, Ont.—"So far this year business has been better than we thought by a good deal. The crops in the district are the best we have had for years, and although the harvest was slightly affected by wet weather, there has been no serious damage. Fall and Christmas prospects are very good.

"We went strenuously after Christmas business last year by using the newspaper and circulars, and by offering our customers as good value as possible for the money. We endeavored to give them the best possible service. These methods brought out business."

* * *

J. McEachren, Inglewood, Ont.—"With us business has been better than expected this year. Crops were splendid in the district but some farmers were unable to complete the harvest owing to so much rain, it being impossible to place horses in the field. Nevertheless a good harvest has been gathered. Fall and Christmas prospects were better than we expected last year, and we anticipate they will be similar this year. Last year we made a big endeavor to get more Christmas trade by displaying Christmas goods earlier than usual."

* * *

H. M. Stover, Kingston, Ont.—"Crops have been good in this district, and farmers should be in a position to purchase as usual. Business, in fact, has been better than we anticipated this year. The prospects for fall and Christmas are very good. When new goods arrive, such as peel, currants, raisins, etc., I send out slips on which customers can easily fill in their orders. This gets considerable Christmas trade early in the season."

* * *

Wm. Richards, Hamilton, Ont.—"Business has been better with us if anything this year so far. Fall and Christmas prospects are fair. Many men in our district have left for the front."



A Western Canada autumn threshing scene—the extra heavy grain yield this year is going to mean much for the Canadian retailer.

Rehder & Co., Paris, Ont.—"With us business has been better than anticipated this year so far. All grain crops were good in the district, but potatoes are a little off on account of rot. With every man in the town employed and country outlook never brighter, we look forward to a splendid fall and Christmas trade."

"One of the methods we adopted last year to get more business was to have some two to three items each week referred to in our local newspaper ad. About eight times a year we send a circular letter to country prospects and customers, always getting good results."

Wm. Ryan, Niagara-on-the-Lake, Ont.—"Business has been far better this year than we expected, principally on account of the fact that the large military camp has been here ever since May last. Crops on the whole have been good, especially the fruit crops. There are, however, few potatoes on account of the wet weather and the rot. Fall and Christmas prospects are quite good on the whole. Our chief methods for getting more trade are 'one price, honest goods and obliging service.' I may say I have adopted these methods for many years, and they always worked."

E. Walker, Harriston, Ont.—"Crops around here were very good, but some damage was done by rain. Farmers in the district are in good shape financially and fall and Christmas prospects are fine. So far this year business has been much better and since April our turnover has increased over 50 per cent. Last year one of our methods to increase our Christmas trade was to buy only the best possible raisins, currants, peel, nuts, etc., and then we talked quality. We began selling Christmas goods early and kept at it with good results."

The Chaudiere Mills Store Co., Breakeyville, Que.—"Trade so far this year has been satisfactory with us. Farmers in this district sowed more grain last spring, and they have more to sell this fall. They should therefore have more money to spend than last year. We anticipate the usual fall and Christmas trade. Last Christmas we sold more holiday goods than ever before. We were giving a nice calendar to people buying their Christmas goods from us."

W. J. Wilson, De Larche Street, Montreal.—"Business is better with us than last year up to the present. Our trade is, of course, mostly city trade, and there is not very much done with farmers. At present the outlook is very bright for fall and Christmas business, and I find no one complaining."

I have just one method which I employ to increase business twelve months of the year. That is—A Square Deal to Everyone."

O. Lacroix, Quebec, Que.—"Our Quebec Provincial Exhibition, which I consider a good barometer of the spirit of business men, has had the best results for years this year, with a net surplus of some \$15,000. This will give you an idea of the re-awakening of the old capital of Quebec. So far this year's business with us has been better than anticipated. Everything seems to be sound. Farmers' crops in the district have been fairly good with the exception of potatoes, which are rather small, and will probably be dear. Oats were good, apples medium, and turnips plentiful and cheap. While fall provisions for the home began to move a little later than usual on account of the extra hot weather in September, yet it came in well later. Farmers are making better butter every year, and owing to good quality, this is selling well at high prices. The same applies to cheese and eggs, which are improving in quality too, due to better methods of the farmer. The oyster season has opened up well, with moderate prices for good quality. Fish is, too, selling splendidly so that we have no complaints to make."

"To increase our Christmas trade last fall we advertised freely, marked our goods at moderate prices on account of the cautious feeling among the people resulting from the war scare. However, we never talk war in business, and urge our people to live up to their revenue so as to keep money circulating."

Jas. Devarenes, St. Paul, N.B.—"Business with us has been better than we expected this year. However, on account of so much rain crops are not as good as they otherwise would have been. This has made fall and Christmas prospects just fair."

W. A. Erb, Fredericton, N.B.—"So far this year trade has been fully up to expectations. The crops have been fairly good, and farmers in this district are quite independent. So far as the future is concerned we see no cause whatever for alarm. To get more trade last year, I made it a point to make the store as attractive as I possibly could, and the result well, anyway I got three meals a day."

G. W. Mason, Glace Bay, N.S.—"Business here has been improving during the past month or so after a comparatively dull summer. It, however, came up to our expectations this year. The hay crop is extra good in this district, and other crops only fair on account of the wet weather. On the whole

farmers should be better off than last year. The outlook for fall and Christmas trade is fairly good and it should be much better than last year. We advertise strongly around Christmas for more trade. Last year, of course, the coal mines were only working part time."

Chas. H. Neville, Pictou, N.S.—"This year business has been on a better basis all round. Crops were none too good in this district on account of wet weather, but the most of the farmers are in a good position. The fall and Christmas prospects were never better, and so far fall trade has been quite satisfactory. To get more Christmas trade we aim to show as many window displays of Christmas goods as possible, and we do extra advertising as well as get after trade by personal salesmanship over the counter."

J. T. Irwin, Port Morien, N.S.—"Careful selection of Christmas lines, is one of our best assistants in the selling of more holiday goods. We believe in displaying them attractively, and we believe in advertising. These methods get us results."

"Our business since January 1 has been better than we thought it would be. The hay and grain crops were good, and although potatoes have been rotting badly, farmers will be in a fair position to buy as usual."

T. F. Courtney, Halifax, N.S.—"Under the conditions which we are working, trade has certainly been better than our expectations. Crops are good as ever in the district, and farmers are as well off as ever they were. We anticipate usual good fall and Christmas trade. Our chief method for getting after this trade is newspaper advertising."

R. E. Mutch & Co., Charlottetown, P.E.I.—"Business has been fully equal to our expectations in almost every line since the first of January. Crops are above the average, and farmers are in an excellent position, therefore we anticipate a good fall and Christmas trade."

Carvell Bros., Charlottetown, P.E.I.—"On the whole crops in this district are good, and business has been quite satisfactory up to date."

White & Pridham, Alberton, P.E.I.—"As good as we expected is the way we have to designate business so far in 1915. The hay crops were quite up to the average but the grain crops were a little below. This may have some effect on the purchases of the farmers in the district. However, we expect a fair fall and Christmas business."

Getting the High Class Trade

Hamilton, Ont., Store Where Feature is Made of Scores, if Not Hundreds, of Fancy Goods—
Small Displays of Individual Lines Are Business Getters — Conducting a
Business on an Expensive Property.

Written for Canadian Grocer by Staff Representative.

CROSSING the threshold of the grocery store of Jas. Osborne & Son, on one of the main streets in Hamilton, Ont., and right in the heart of the city, one is struck by the high tone of the various individual displays so appetizingly arranged, and the high character of the goods that go to make up these displays. In a word, the Osborne business is, first and last, a high-quality grocery business.

There are few grocery businesses in Canada which can quote history better than this Hamilton one. It was back in 1840—75 years ago—that the Osborne business was founded by the father of the present proprietor. The store has been in the same block ever since, although not exactly in the same location. Mr. Osborne, the present proprietor, has been there himself since about 1886 and was with his father back in the 70's. He is therefore well qualified to operate a grocery business.

Displays That Sell the Goods

As intimated above, Jas. Osborne & Son specialize in fine goods. There are fancy cherries in fancy bottles, high-priced relishes, all kinds of fruit salads, expensive canned and bottled goods, etc., etc., everywhere to tempt the eye of the customer. When Canadian Grocer visited this store recently, there was an attractive little stand display of fancy cherries just inside the door to the left. This stand was not more than about two and a half feet square, and yet it sold large quantities of goods. Prior to the cherries, there was a display of a fancy relish in bottles, and Mr. Osborne pointed out that one of the salesmen made an attractive little trim of some dozen bottles of this relish and in one day the entire dozen had been disposed of. Across the floor was a table of other fancy lines, Mr. Osborne pointing out that this table alone sold large quantities of goods.

Standing on the floor, near the main counter, was a special fruit display stand, with seven or eight receptacles for fruit and vegetables.

"It is surprising," said Mr. Osborne, "the quantity of stuff that stand displays. It operates on rollers and can be moved to any point in the store. It keeps a display of fruit continuously in the eye of the customer and makes a compact display that is not in the way. While probably the greater percentage of the business done is phone trade, yet all these things tend to get business from those customers and casual customers who do come into the store. One fine piece of equipment is a large double receptable coffee grinder which cost several hundred dollars. Every time coffee is ground, the aroma from it permeates through the store, and Mr. Osborne says this means a considerable extra coffee business. Their windows are always

(Continued on page 82)



Interior view of Jas. Osborne & Son's store, Hamilton, Ont., showing the fine effect of displays of high-class lines. Note fancy cherry table to left and curved shelving. Vegetable display stand is at rear

CANADIAN GROCER

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JOHN BAYNE MACLEAN, President
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No. 44

THE FALL SALES NUMBER

THE ENDEAVOR of the editorial staff in the compilation of the articles in this, Our Annual Fall Number, has been to present an array that will be of practical benefit to the retail trade. The methods of men and their aims and objects in conducting selling campaigns along various lines constitute the feature. Particular attention is given in the window and ad.-writing departments to the selling of Christmas goods in view of the proximity of the great festive season.

It was many years ago that we first began to issue this Fall Number. It has become a feature just as regular to every reader as any other issue of the year. We believe the trade will find this particular number the most practical that has ever been placed before them. The facilities of the editorial staff for securing first hand information from aggressive Canadian dealers are increased from year to year and this year we have been particularly fortunate in getting some of the best available interior and window displays and other practical informative matter. There are scores of bright, practical ginger-up selling ideas from men actually in business, many of which will be found valuable.

We tender the suggestion that each reader allot a certain amount of time to the study of both the ideas of their fellow merchants and the advertisements of the many lines they stock on their shelves. It will be well worth while.

OVER-WEIGHT SHOULD BE WATCHED

ONE OF THE chief leaks in many a grocery store is the loss due to giving over-weight. In a certain Canadian grocery store recently a specific example of this was observed and pointed out to the retailer. A customer 'phoned for biscuits among other items.

These were being quoted at 18 cents a pound. The invoice cost of them being 13½ cents. When the clerk had put up the biscuits in a paper bag, it was observed that the weight was over the pound. On figuring in the over-weight to the cost of the biscuits, the discovery was made that the retailer was only getting 12½ cents for what had cost him in the first place 13½ cents.

Over-weight is frequently given in tea put up in paper bags which can be scarcely observed when the grocer is weighing out a single pound. A case is known where 10 pounds of tea weighed out in this way when put on the scale were exactly four ounces over-weight. As tea is an important seller in every store, it can be easily figured what this 4 oz. would amount to in a year's business, even if the grocer only sold 10 pounds of the tea a day. Four ounces lost for say 300 days of the year would be 1,200 ounces, or 75 lbs. in a year. At 30 cents a pound, this would mean a loss of \$21.50 on over-weight of tea alone.

The weighing problem is a most important one and it should be given every attention by the retailer. No one can afford to give his goods away.

IMPORTANCE OF SELLING QUALITY

THERE IS nothing that will change customers from one store to another more quickly than cheap, unsatisfactory goods.

CANADIAN GROCER has always stood for quality. This paper has ever maintained that the grocer situated among a good class of customers and who caters to the best tastes of those customers, is the man who is going to make the greatest success, other things being equal. Price of course is an important thing in buying, but it should not be sacrificed for quality if the question arises between the two. Money saved on buying cheap goods is not always a good thing.

If a customer becomes dissatisfied with such goods—and this happens frequently—then it means the loss of that customer and of the profit from all the goods she would purchase from year to year.

In a small grocery store the other day a woman grocer pointed out that she had sold no less than 200 lbs. of butter up to half past eleven o'clock in the morning. On asking her the reason for such a big sale in such a small store, she pointed to the fact that she was most particular about the quality of the butter she bought and sold. People in the district had learned that any butter that she offered for sale, and which was guaranteed by her was always good. As a result her butter trade had grown enormously and as every dealer knows, once people get coming into the store for one thing they are bound to purchase others. Had this woman been careless about the kind of butter she secured, getting good butter one day and poor the next, her butter trade would have been inconsequential.

Nothing will keep a good customer better than quality goods and nothing will lose a customer more quickly than cheap goods.

THE FRONT COVER

READERS of CANADIAN GROCER will no doubt remember the many excellent front covers which have appeared on the annual spring and fall numbers of this paper. With this issue we have added another worthy addition to the series. The idea behind the cover is the fact that Canada is this year harvesting a record crop, which will be marketed at fair prices and will thus bring hundreds of millions of dollars to the Dominion for circulation. This idea is shown allegorically in our cover, which is gotten up in the modern poster style, now very popular. It is printed in four colors and shows wide stretch of country with green fields in the foreground, and stooks of grain piled here and there upon them. Over all is the figure of Ceres, the Goddess of the Fields, who is holding the Horn of Plenty from which she is pouring out gold broadcast over the country. This year's front cover is especially significant in this year of 1915, when cereals are in great demand in Europe, and Canadian crops have been particularly heavy.

A BRIGHTER OUTLOOK

EVIDENCE that money from the new crop has begun to circulate is to be found in the fact that last week there was an increase in the bank clearings in Western Canadian cities as well as in the East. In Winnipeg this increase amounted to nearly \$4,000,000, and several other Western cities also made good showings. Trade indications point in the same direction. For staple lines there is a marked increase in the demand from country districts, as compared with a year ago, although in the cities there is little

change in the conditions. The marked improvement in the demand for staple hardware lines is an indication of this. Manufacturers of many food-stuffs, also report business better than a year ago.

Last week figures were given out by the Department of Trade and Commerce respecting the trade for August, and they show an increase in practically every division with the exception of that of agricultural products. Mines, fisheries, forest, animal, manufacturers and miscellaneous exports, all show a substantial gain as compared with the figures of the previous year. From comparative figures it is noted that the export of manufacturers is more than double the figures for August, 1914, or those of 1913. Animal products show a total double the exports of 1913, and \$1,000,000 in excess of those for August, 1914. The aggregate of merchandise exports is \$48,998,484 as against imports of \$40,832,822.

A statement issued from official sources in Vancouver is to the effect that no less than 30,000,000 feet of lumber is being shipped on vessels especially secured for this purpose, this quantity represents slightly less than the total provincial exports for 1914. The pleasing feature of this business is the large proportion of low-grade lumber marketed. The timber sales in British Columbia recorded during the month of August cover an estimated total of 10,100,857 feet of saw logs, 85,000 lineal feet piles of timber, and 1,234 cords of pulpwood, cordwood, etc.

SHOWCARD WRITING

IN THIS issue appears lesson No. 10 of a series on showcard writing prepared for Canadian Grocer by R. T. D. Edwards. The value of showcards for assisting in attracting attention and creating sales cannot be over-emphasized. In the large stores, and in a fair percentage of the smaller ones, showcards are used extensively. There is, however, a tendency on the part of some merchants to overlook the importance of showcards. A man who has made a close study of retail conditions, in a recent address, stated as follows:

"I find a large number of small advertisers seem to be overlooking the merits of interior and show window cards. Very often you will see sales advertised in newspapers in spread-eagle style, yet you will find by visiting the store advertising in this manner that things are going along, both inside and out, just the same and with no more enthusiasm or action than if nothing unusual had been advertised. The use of attractive showcards catches the customer's eye who may or may not have read the newspaper advertisement. Customers responding to advertised sales are frequently compelled to cross-examine clerks in order to learn what should have been on display cards in a conspicuous place. The card in front of the prospective purchaser is a powerful reminder at the psychological moment."

Phone Trade Over 85 Per Cent

Situation Became So Acute, Dionne & Dionne, Westmount, Que., Were Compelled to Put in An Exchange, With Ten Lines—Head Clerk Keeps Girl Operators in Touch With Prices—Salesmanship Over the Phone Necessary to Best Results.

Special Staff Correspondence

WHEN the telephone end of the business increases to a point where it amount of eighty-five per cent. of the entire business done, the time has arrived when the telephone requires at least as much attention as the interior of the store. It means that the phone business has exceeded that done over the counter. It has been the practice of some grocers in the past to discourage giving of orders over the phone, but there are some districts, especially residential districts, where the amount of grocery business transacted over the telephone is on the up-grade. Eventually, as in the case of Dionne & Dionne, St. Catherine street west, Westmount, Que., it reaches a point where some radical departure is necessary, because the average store is not fitted to handle telephone orders efficiently.

Westmount is a city of considerable size, located on the outskirts of Montreal. The oldest and one of the largest stores is that referred to above, which was opened about the time when Westmount's growth was at its height. The store grew with the city, not only in size, but in its methods of doing business. As there are few residences in Westmount without a telephone, it naturally followed as the store and its clerks became well known, that customers got the habit of phoning their orders.

The telephone business eventually became a problem. Customers were calling up their own particular clerk at all hours of the day. Possibly that clerk was at the moment in the act of serving one of the firm's best customers over the counter, and complaints began to come in thick and fast from those who were being neglected in the store. It sometimes happened that a clerk was called to the phone several times while serving one customer. In other words, the telephone as then conducted, was liable to injure the business.

There was nothing but to devise a scheme whereby telephone orders might be attended to separately. A telephone exchange was decided upon. A special room was set apart for this between the grocery and the meat departments. A start was made with ten lines. It was decided to place this in charge of the most experienced clerk in the store, who would have under him three female operators. This meant a lot of work at the beginning. It took time diplomatically to induce customers not to call up for their pet clerks. On the other hand, the girls, not being very familiar with the

business, were not able to handle the orders as well as might have been wished. They were not acquainted with prices, and thus could not answer customers quickly and accurately. It required time and patience before the system proved a success, which it eventually did. The same girls have been retained since the system was introduced three years ago, their wages averaging between eight and ten dollars per week.

As already stated, an attempt was made at once to restrain customers from calling up clerks. Communication with clerks was discouraged as much as possible, but there were many old customers who thought they could not do business through any other employee, and it was necessary to make exceptions in their cases. However, a hard and fast rule was made, that if a clerk when called was serving a customer over the counter, the person on the line was asked to leave her number. This was not always satisfactory at first to the customer, but they are now seeing the reasonableness of this ruling. Thus, when the clerk is through with his customer in the store, he goes direct to a special phone in the store, where he is able to call up the customer and take her order. There are special telephones for this purpose in the grocery dept., in the meat dept. and in the office.

The result of the introduction of the exchange is that a customer is now never informed that the line is busy. Even if every line is busy, there is always a customer nearly through and the words, "just a minute," are all that is necessary to hold the customer until the line is open.



View of the Dionne Telephone Exchange.

There are four operators, each of whom looks after two lines. The male operator is on the job at 7.30 a.m., taking note of what is new in the store, and of price changes. When the girls arrive, he spends a little time keeping them posted on prices of the day, whereupon the work proceeds smoothly until one o'clock, when the male operator leaves to work behind the counter, this being the hour when slackness begins. During the afternoon until towards 4.30, the three girl operators can very easily handle the exchange.

It might be assumed that the art of salesmanship is at a great disadvantage in a case of this kind; that if business continues to come in over the telephone more and more, the day of the expert salesman will be gone. This may be true to a certain extent, but it will take as good a man to get business over the telephone as it formerly did over the counter. The power of suggestion can be used perhaps more effectively when the customer is in her own home. At any rate, each of these operators is trained after taking an order, to state what is new in the store, or to name lines that require to be pushed. An expression such as, "We have just received some new pineapples at such-and-such a price," often results in extra sales.

On the top of the exchange are eight push bells, each with a different sound. Each clerk has his own particular bell.

The installation costs \$680 annually, which, plus the cost of operators, brings the price to a fairly high point. It pays, however, according to Dionne & Dionne, for it means increased satisfaction.

Selling More Confectionery

Methods Adopted by the Big Holman Store in Summerside, P.E.I.—Fine Displays and Aggressive Advertising Chief Among Them—Silent Salesman and Shelf Trims—Sell High-Grade Goods.

Written for Canadian Grocer by Staff Representative

MERCHANTS who try to sell things usually sell them. Now often one hears a dealer saying he cannot sell provisions, confectionery, fish, etc.! The chances are he puts in a stock of one of these lines and hides it away somewhere in the warehouse or behind the counter or at the most shows it in a not too attractive way. The natural result is he doesn't sell much. This often leads him to the conclusion that there is no money in confectionery, provisions, etc.

Take a glance at the accompanying illustration. This shows the confectionery department in one of the largest stores in Eastern Canada—that of R. T. Holman, Summerside, P.E.I. If you had a confectionery department like this in your store, don't you think you could sell candies?

The Holman store handles the high grade lines of chocolates as well as some of the cheaper lines. These are advertised in the newspapers as well as in circulars and sometimes even on the moving picture films. This is all in addition to the fine display inside the store and personal sales' talks on the part of the clerks. While it is sometimes difficult to trace actual results from the advertising, etc., yet the increase in sales from year to year and the success of the candy department is sufficient proof that the selling methods are effective.

Handy to the Door

The candy department is located directly inside the front door and every customer going in or coming out of the grocery department must pass by the confectionery display. He cannot fail to see a fine array of high grade chocolates in the big silent salesman which is most prominently situated. Other methods have been used effectively to increase the sale of candies, such as a guessing contest as to the number of tons of candies that would be sold within a given period.

The R. T. Holman store has demonstrated that there is no reason why the high class chocolate trade should be going to the druggist. So far as they are concerned this is not the case in Summerside. This store is probably selling more good chocolates than any other store in the city and is recognized as a centre where good candy can be bought.

Pays Good Profit

This condition of affairs cannot be said to exist everywhere and Canadian Grocer has many times pointed out to its readers that there is no reason why they should not increase this department of their business, by going after it with effective selling methods. Once this department is developed so there is a respectable turnover there is no line, or at least very few of them that pays a better margin of profit above overhead expenses.



An interior view of the R. T. Holman store, in Summerside, P.E.I., showing the attractive confectionery department.

Selling Methods of a British Columbia Dealer

How the West End Grocery Co. of Victoria, Goes After Business—Careful Watching of Credits
—All on 30 Day Limit—Employing Motor Delivery—Window Displays Changed
Semi-Weekly

IN Victoria, B.C., there are a number of fine grocery stores. Among these are the stores of the West End Grocery Co., Ltd., under the management of James Adam, formerly of Ladysmith, B.C. The view on this page is that of the West End Grocery Co.'s store on Government St. while the one on the opposite page is of the Cook Street Grocery.

The West End Grocery Co. store is one of the oldest established and largest grocery stores in the West. It was only last March that it came under the management of Mr. Adam who took charge at that time until the end of the present year, with an option of purchasing. A full line of general and fancy groceries, fresh fruits in season and provisions are carried and there is a butcher department where local meats are handled. This will be seen to the left of the photograph.

Must Pay Up by the Tenth

The present management is particularly careful about credit, this phase of the business being watched exceedingly closely. In referring to this part of the

management Mr. Adam stated: "Our Business is now on a strictly thirty day basis and we cannot allow any accounts to stand over the tenth of the month following. This has caused our cash sales to increase considerably, which is very gratifying.

"While," he added, "we do not favor the cut rate slicing of staples we usually have a leader or two for the week end. We find the people look for these now in our daily advertising in the local newspapers and in our windows which we aim to have as attractive as possible. We believe that courteous salesmen of good appearance and cleanly in their habits go a long way to secure new trade and hold present business. We find that these methods combined with salesmanship among all the salesmen, have brought a steadily increasing trade."

Special Flour Display

Interior display is, too, carefully attended to. A glance at the photograph will show that the West End Grocery Co. aims to present the goods to the public as attractively as possible and

at the same time to show as many goods as possible. In the centre will be observed a display of flour of a special brand and in referring to this Mr. Adams stated that it brought good results. Now is the big flour selling season. Package goods will also be seen on a table beside the flour display, neatly arranged with price tickets. In front of that again is a vegetable display fountain showing all kinds of garden produce, lemons, oranges, etc. This has proven to be a particularly fine salesman on account of the fact that it shows the goods so attractively and gets the attention of the customer in the store. Since the photograph shown herewith was taken the store has been done over in white and ferns and other plants have been added in abundance. The in white, and ferns and other plants salesmen have taken the place of the counters entirely. Meats are kept under glass and everything else in as sanitary a manner as possible.

Twenty-One on the Staff

Both motor and horse deliveries are used, but by the end of the present year



View of the West End Grocery Company's store interior on Government Street, Victoria, B.C. A feature is made here of attractive displays. Note silent salesman and fruit and vegetable display stand.



Attractive interior of the Cook Street Grocery, Victoria. This is fitted with display counters, dust-proof bins, silent salesmen, cash register, biscuit case, etc.

the expectations are that all delivery will be horseless. The staff numbers 21 and according to the manager, the turnover is increasing month after month. "Every time the order man goes out for orders he takes with him some particular special line of which we are aiming to increase the sale among the outside customers and he usually gets results," said Mr. Adams.

Cash is carried to the office by the use of cash carriers, the office being at the rear on the balcony. Until last December the company had a liquor department in connection with the store but this has been eliminated. The West End Grocery is on Government St. and in a retail centre.

An Important Location

The Cook Street Grocery is located on the corner of Cook and Fort Sts. with six separate car lines passing the door. This makes it a particularly bright and lively corner and naturally a good one from the standpoint of a grocery store.

A glance at the picture will show that cleanliness is a feature and that here is a bright sanitary store. Among the fixtures will be observed silent salesmen, refrigerator cases, tobacco case, dust proof display bins, counters, with display sections, oak shelving, computing scales, cash register, biscuit case and three or four show cases. This store employs eight clerks, whose duty it is to sell as many goods

as possible. One of their specialties too is service, because one of the ideas behind the company is that the customer is going to the store that gives her the best service, other things being equal.

Employ Motor Delivery

In reference to the operation of the business Mr. Adam points out that all windows are changed twice each week and there are five windows in all. These account for a big lot of business. He is a firm believer in price tickets—he says they are half the battle. He believes in always having something new displayed, prompt delivery, small profit and quick turnover. Deliveries from this store are done by motor entirely. The credit terms are the same as in the West End Grocery store on Government St.—that is strictly 30 days, all accounts to be paid by the 10th of the following month. Cash and credit are about equal.

Mr. Adam was in the general business in Ladysmith prior to going to Victoria. His firm there was known as Blair and Adam. The business was closed there and Mr. Adam started in Victoria immediately after bringing the entire staff with him. The Cook Street store is in charge of Robert Greaves, employed with him 12 years. All of the staff are old employees ranging from five to ten years and all came with him from Ladysmith. In connection with the Cook Street grocery there is the Gladstone Grocery at the corner of Gladstone Avenue and

Fernwood Rd. under the management of Frank Beach. He is also an old Ladysmith employee.

Business Conditions Fair

In referring to business conditions in Victoria, Mr. Adam says that it keeps up well. Competition is keen and prices in some cases lower than they should be on account of price cutting among a few of the big stores. This he thinks will soon wear itself out. "Our trade," he added, "is every bit as good as this time last year. In fact sales are better."



CHICLE USED LONG AGO

Chicle is the sap or gum of a Mexican fruit tree, the Sapote. The Mexicans have used it for centuries as a chewing gum. Christopher Columbus had reported its use by natives of the New World; and was granted a royalty by the Crown on the sales of it. The first chicle to appear in the American market was brought from Mexico in 1874 with the idea that it could be substituted for rubber in making wagon or bicycle tires.



WHY?

"Phawt are thim buckets for on the shlf in the hall?"

"Can't yez read, ye fool? It says on them, 'For Fire Only.'"

"Thin why hov ye put wather in thim?"—Boston Transcript.

Forty Years in Same Place

Record of F. J. Ramsey, a Western Ontario General Merchant - - Talks of Changes in Business Methods From the Early Days—Outstanding Accounts Greatly Reduced, Due Partly to Advance of Mixed Farming—Merchants Buying Oftener

Written for Canadian Grocer by Staff Reporter.

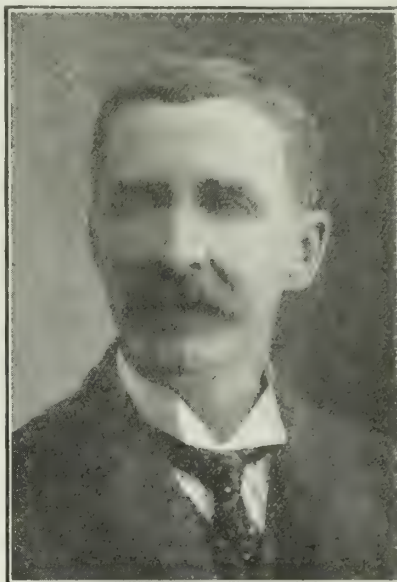
FORTY years is a long time for anyone to be in one business and in the same town at that. This is the record that has been reached by F. J. Ramsey, a general merchant in the live town of Dunnville, Ont. It was back in 1875 that the Ramsey business was established, and anyone around the town will tell you that Mr. Ramsey has certainly made a success of it. With a history that dates back this far, the proprietor of such a store is in a splendid position to compare the old days with the present. Everyone knows that times have changed and are changing every day. To-day's methods, no doubt, will be antiquated 20 and 40 years hence. Mr. Ramsey has witnessed the many changes that have occurred in the past 40 years and as he is hale and hearty to-day, he is sure to see a great many more changes in the future.

"There was once a time," he said, when we used to carry some \$10,000 on our books. To-day we do not have one-fifth of that amount. This shows that the farmer has been educated into paying his bills more promptly since the days gone by. Accounts used to run from one year to another, years ago; but to-day a great many people are paying cash, while some accounts are only running a month or two or three months. Of course, as we know all our customers very well, having been in the business here so long, we know exactly what to do in regard to the matter of getting in our money.

Wooden Veranda Gone

"Dunnville itself has, of course, changed from the early days. We used to have the old muddy streets, and I remember an old wooden veranda over the front of our store. To-day our main streets are paved and the wooden veranda has been replaced by modern plate-glass windows, awnings, etc. Whereas, too, the farmer used to go in for grains only in the early days, he is doing more mixed farming now, and therefore is in a position to pay his bills more often.

"There was a time, also, when I used to buy up all the butter and eggs I possibly could get, and this, of course, brought a large number of farmers to deal at our store. To-day, butter and eggs are taken to the market, and this has, of course, affected to a considerable extent our grocery trade."



F. J. RAMSEY.

A veteran who has spent four decades in business in Dunnville, Ont.

A Handicap to Country Towns

Reverting to the catalogue house problem, Mr. Ramsey said: "It is an undoubted fact that the mail order houses are holding back a large number of towns and villages all over Canada. In my opinion it is not right that they should take money from a community to help build up the big cities and pay nothing for the upkeep of that community. That is unfair and has certainly been a great handicap to many centres. The centralization of trade in this way is an injury to the general prosperity of the country for, unless all parts of it go ahead prosperously is going to be centred in one or two places and that is not good for the Dominion as a whole.

"Taking all in all, we can sell just as cheaply as the mail order house, and it is often a matter simply of people thinking they can get better prices at the distant store, forgetting entirely that they have to pay cash for same, and submit to delays. Take wallpaper, for instance. We can buy it just as cheaply to-day as any mail order house, and we are selling it just as cheaply. That does not prevent a number of people going to the mail order house for their wallpaper, because they have not been fully educated up to the fact that they are not saving money."

Buying More Frequently

"One of the other big changes from the days gone by," added Mr. Ramsey, "is the method of purchasing. To-day merchants throughout the country districts are buying in smaller quantities and paying oftener than they used to. This means a more rapid turnover and a more up-to-date stock. People have been educated up to the point of buying a better class of goods and therefore it is not always safe to purchase large quantities, particularly of dry goods, men's wear, etc., and take a chance on it being saleable months and years hence."

Mr. Ramsey has been a newspaper advertiser for many years, and recognizes the value of white space judiciously filled with result-getting copy. Living, as he does, in a live town which has kept pace with modern improvements, he has been favorably situated so far as business is concerned. He takes a keen interest in farming. Some years ago he used to own a stock farm near Dunnville and dealt largely in imported cattle, horses and sheep, and he made considerable money out of them. This was run as a side-line to his general store business. The Ramsey store deals chiefly in dry goods, men's wear, boots and shoes and groceries.



GETTING THE HIGH-CLASS TRADE

(Continued from page 75)

neatly but simply dressed, and usually in that day, both on account and from cash sales; how many credit sales they made; the total number of transactions, etc., etc., and, as pointed out above, the basis of the whole thing is the cash register record.

The short amount of time that it would take a retailer to get these valuable figures should not prevent any of them from keeping this or a somewhat similar record. It may mean the difference between success and failure, because it acts as a check on indiscriminate credits and points out the way when the amount of unpaid outstanding accounts ought to be curtailed. By comparing this record with corresponding days of the previous year, the trend of business can readily be seen. If it is going behind, a greater endeavor can be used to bring it up to the mark. This daily statement of business is a valuable record. There should be more of them.



WINDOW TRIMMING



Winners in the Last Christmas Contest—Need of Several Good Selling Trims Between Now and Dec. 25

IT has been the custom of Canadian Grocer for many years back to run a Christmas Window Display Contest open to Canadian grocers and their clerks. These contests have been the means of creating widespread interest in window display and we have frequently been told that they have done more to encourage good window dressing than anything else in Canada.

Last fall, despite the outbreak of the big European war, this contest was announced as usual and the windows that came in after Christmas in response to this announcement were among the best, if not the very best that ever have been received. This, too, is saying a great deal when the displays which won the contest in 1913 and which appeared in our Fall Campaign Number of last year are considered. Nevertheless a glance at the winners which are reproduced on the following pages will show that the art of display in Canadian grocery stores has reached an exceptionally high point. It will be remembered that two of the winning windows were reproduced in January last when the entire list of winners was announced. It has, however, been customary for Canadian Grocer to reproduce the six winning displays in our Fall Campaign Number in view of the fact that they come in handy as suggestions for the coming Christmas trade. All are therefore shown in this issue. Christmas is now less than two months ahead and every dealer will soon be planning his Christmas windows.

Almost a Necessity

During the biggest holiday season of the year, a fine and imposing window is almost a necessity if the dealer is going

to get his share of the trade in his community. The displays on the following pages all contain suggestions that could be used with profit in what every dealer must make the best trim of all the year. Canadian Grocer would strongly urge that the trade file these displays or keep the paper handy where they can be consulted at a moment's notice. We are great believers in the art of display. Ever since the paper was established some 29 years ago, we have endeavored to present

to our readers the very best in window dressing and naturally take considerable pride in the results secured by our readers. The numerous contests that we have opened during the past number of years have, we feel sure, been followed by splendid results.

More to Come Later

Last Christmas a large number of displays were submitted for the contest. Only half a dozen of them or so are shown here. A large number of the others will be reproduced between now and Christmas when they will do the most good. In the opinion of the judges many of them fell little short in selling power and attractiveness of those that won the prizes.

We are now well on into the second year of the big war. This time last year things were more or less demoralized, but we now are all looking with assurance to the future. The Christmas trade this year will undoubtedly

be bigger than last. People are more confident. The crops have been good and the farmers have more money to spend. The Christmas window is one of the big selling assistants which cannot be overlooked.

Some dealers make little or no endeavor to present something special during the Christmas season but simply place a

(Continued on page 94)

WINNERS IN 1914 CONTEST

The winners in Class A (cities over 10,000 population), Canadian Grocer Window Dressing Contest of 1914, were the following:

First Prize—D. W. Clark, Toronto, dressed by Mr. Knight.

Second Prize—J. D. Jay, manager Dixie H. Ross, Victoria, B.C.

Third Prize—Nation & Shewan, Brandon, Man., dressed by J. F. Nichol.

JUDGES—H. C. MacDonald, Arthur Hardy, and J. C. Edwards, all members of the Canadian Window Trimmers' Association.

RUNNERS up in the Contest—Island & Bamford, Toronto, dressed by C. J. Bamford; F. C. Harp, Brantford, Ont., by Arthur Harp, and Wm. Care & Son, Toronto.

Winners in Class B (business places under 10,000 population) were:

First Prize—Puckett & Scilley, Oshawa, Ont., dressed by Geo. Puckett.

Second Prize—K. F. Oxley, Kelowna, B.C., dressed by Ernest Langley.

Third Prize—Ruppel & Co., Elmira, Ont., dressed by C. Percy Ruppel.

JUDGES—Same as for Class No. A.

RUNNERS up in the Contest—The McKenzie Co., Kelowna, B.C., dressed by R. Johnstone; Mathison Bros., Whitby, Ont.; and A. Norrington, Milton, Ont.

The prizes in each class consisted of \$5, \$3 and \$2 respectively, making ten dollars for each class and \$20 altogether. Canadian Grocer will again conduct this Christmas window dressing contest, the prizes and regulations being the same as a year ago. Full particulars are given on another page. There is but one word of warning—see that you get a good picture from your photographer.

A First Prize Winner

Christmas Trim Shown by D. W. Clark, Toronto, Which Secured First Prize in Canadian Grocers' Contest, Class A—An Appetizing Arrangement That Created Large Demand.

By D. W. Clark, Toronto.



Winner of first prize in Class A—Shown by D. W. Clark, Toronto, and it sold large quantities of goods.

THE accompanying display was arranged by one of my salesmen, Mr. Knight. The foreground was composed of crystallized and glace fruits, boxes of stuffed figs and dates and also bottles of figs in syrup. In the next row were boxes of table prunes and figs and table raisins, bottles of mincemeat, jellied cranberries and bottles of preserved fruits. The baskets contain oranges, tangerines, pomegranates and grape fruit. There is a large box of figs in the centre and boxes of fancy crackers. The next tier is composed of fancy canned fruit, fancy biscuits in tins, California fruit in tins, bottles of unfermented wine, salted nuts and shelled pecans, and almonds and walnuts in boxes with fancy paper. The top cases contain comb honey, biscuits, pineapples, baskets of fancy fruits, puddings, etc. Dates taken out of the boxes may also be seen as well as baskets of fancy crackers, and hanging from the bar are large Christmas stockings, as well as big crackers, the whole being decorated with evergreens.

The colors in this window blended very nicely, which unfortunately cannot be shown in the illustration here.

Prize Winner in Class B

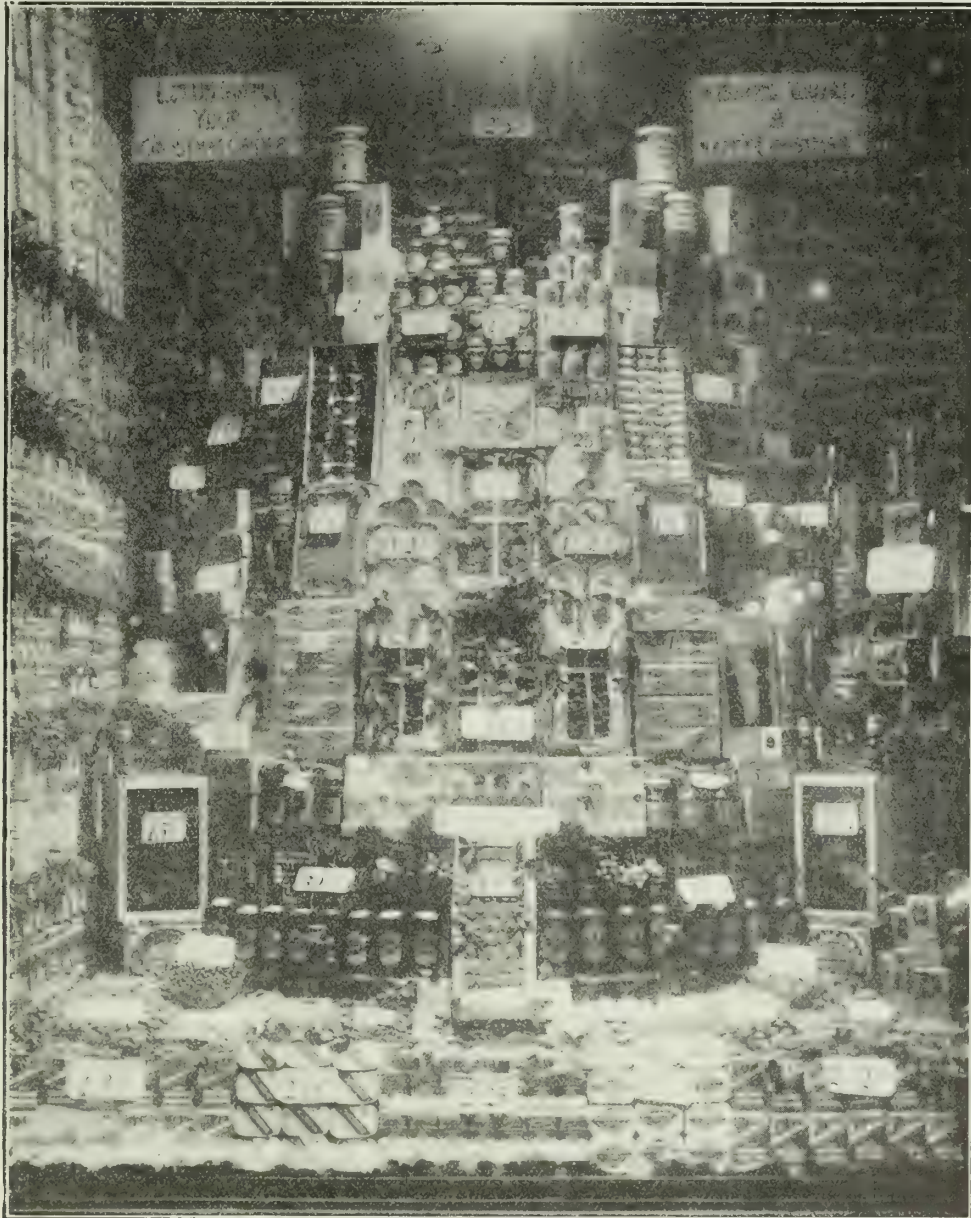
Handsome Christmas Trim Shown by an Oshawa Firm — Attractive Ground Arrangement and Central Pyramid Were the Features — Electric Fan to Keep Frost Away.

By Geo. Puckett, Oshawa, Ont.

THE front of this Christmas window contained package raisins, canned fruits, sardines, wines, nuts, candies, Brazil nuts, dates, cranberries, Malaga grapes, wanuts, etc., all arranged in separate divisions. Package raisins were used to separate them.

The pyramid in the centre contained unfermented wines, olives, fancy boxes of confectionery, Christmas crackers, jams and marmalade, boxes of figs, peppermints, creams, bottles of various kinds of candy, packages of jelly powder, pulled and flat figs, layer raisins, mincemeat, jars of smoked beef, Turkish delight, fancy biscuits, etc. On the sides were evaporated apricots, prunes, shelled almonds, walnuts in glass cases, bottles of maraschino cherries, fancy tins of seeded and seedless raisins, etc., while holly and moss wreaths and colored paper shavings were used for decorative purposes.

Price tickets appeared on everything and there were two large cards at the top of the window, one reading "Let us supply your Christmas order" and the other "Wishing you all a Merry Christmas." An electric fan in one corner kept it perfectly clear of frost, though the temperature at the time the picture was taken was exceedingly low.



Winner of first prize in Class B—shown by Puckett & Scilley, Oshawa, Ont., and an exceedingly fine trim.



The attractive Christmas trim of Dixie H. Ross & Co., Victoria, B.C. — Second prize winner in the larger city class

Where Attractiveness Predominates

Beautiful Trim of a Victoria, B.C., Firm Which Secured Second Prize in Class A —
Description of How the Display Was Constructed—Mirrors Used to
Add to Beauty.

By J. D. Jay, Manager, Dixie H. Ross & Co., Victoria, B.C.

IN arranging this window I might say that I had to change many good effects to allow making a presentable photograph. But we never presented a window display before that caused or brought forward so many favorable remarks from the critical public. It is very encouraging to find the public appreciating a display that takes so much time, trouble and energy, all of which are forgotten, when you hear the favorable comments, even from competitors. The base of the window contains turrants and to make the different shapes and styles I used small ears and the head of a cheese drum. When the display of dried fruits was made I removed the ears and cheese drum. The window contained cranberries, almonds, figs, dates, bleached sultanas, citron and citron peel, oranges, Father Christmas and artificial flower candy and boxes of glace fruit. The reader will also note the mirrors at the back of the floor display and their effect.

These are used the year round as doors for display cases and at Christmas time for mirrors. A few ferns were placed in the foreground too, to make the showing more attractive.

The shelves at the side of the window contained a display of fancy boxes of bon bons of the highest grade, interwoven with fancy artificial flowers. The stand at the back of the window contains a variety of high class goods, such as marrons in syrup, cherries in crene de menthe, brandy peaches, figs in syrup and in brandy, olives, fancy flowers, fancy boxes of chocolates, small boxes of apricots and peaches and also a display of prunes.

The color effect was really fine, but of course this is all missed in the photograph, as well as many of the other fine points.

Another British Columbia Winner

Display of K. F. Oxley, Kelowna, Given Second Prize in Second Class—A Neatly Arranged and Appropriate Patriotic Trim—Some Fancy Decorations—How It Was Made.

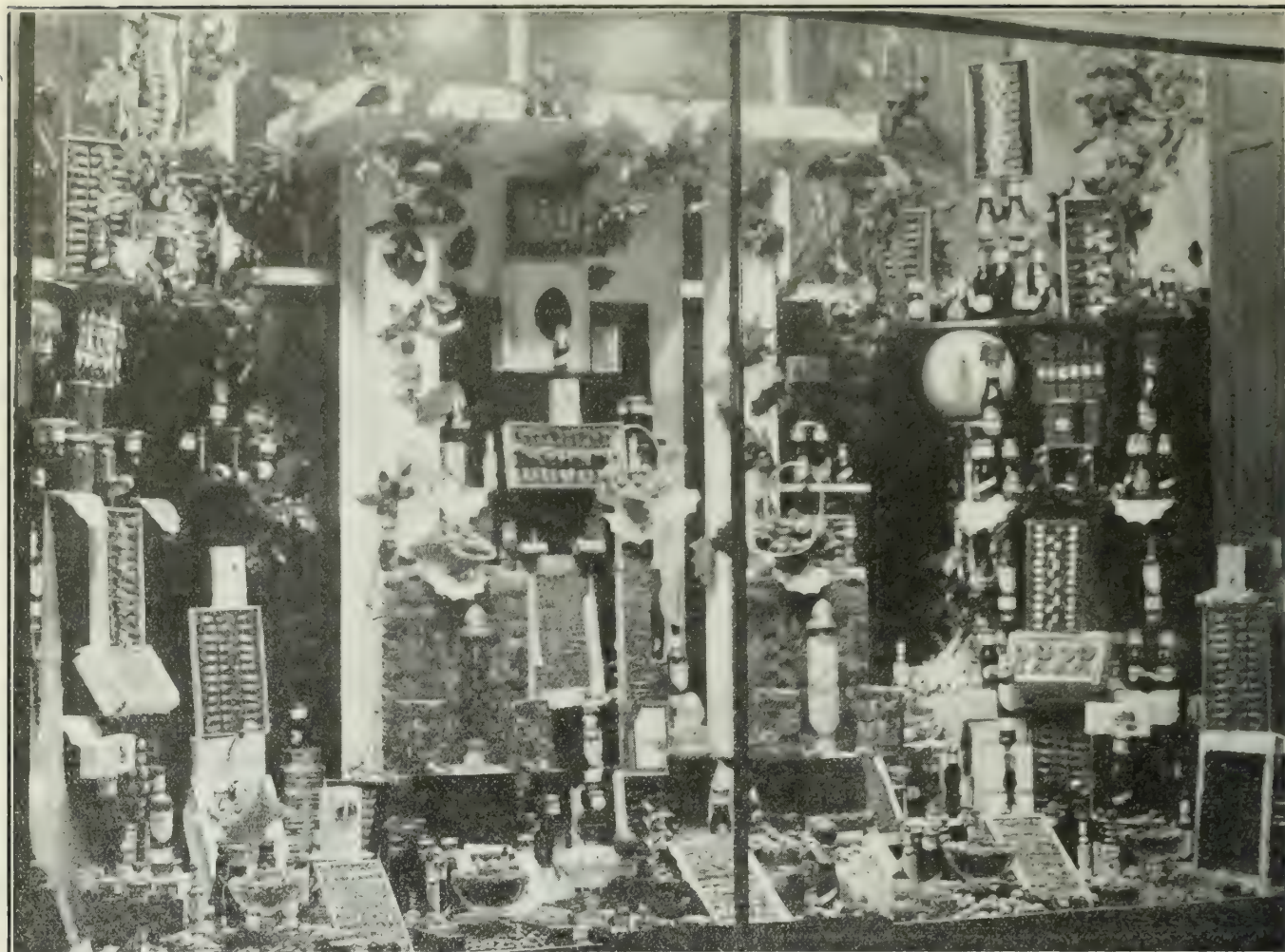
By K. F. Oxley, Kelowna, B.C.



Christmas window of K. F. Oxley, Kelowna, B.C., which took second prize in centres under 10,000 population.

THIS window was dressed by Earnest Lawley, head clerk in our store. Along the front were shown Christmas candles in assorted colors and behind them in the bottom of the window were cleaned currants in the centre with words "Merry Christmas" made of loaf sugar. On each side of the currants were nuts and candies, assorted both as to kinds and colors. Behind these were dates, boxes of Japanese oranges, glass jars and mincemeat, sweet pickles, gherkins, etc.

A row of shelves was placed along each side of the window on which were all kinds of bottled fruits, pickles, olives, sauces, grape juice, etc., etc. We also had shelves across the back of the window on which were displayed fancy canned fruit, mincemeat and fancy boxes of chocolates. Boxes of Christmas crackers and chocolates were shown along the top shelves, which added, we thought, to the general appearance. Evergreens and paper maple leaf decorations, were arranged across the top in the shape of an X with a red Christmas bell in the centre.



Appetizing Christmas trim of Nation & Shewan, Brandon, Man. Third prize winner in Class A.

"The Same as in the Window"

Requests Demonstrate That the Window Actually Sells the Goods—A Handsome Christmas Display From Brandon, Man.

By A. Shewan, Brandon, Man.

THE decoration at the back of this window consisted of a simple architectural effect.

At each end of the design was an ornamental pedestal surmounted by a white electric globe. The floor plush and curtains are of pale green, green foliage and red poinsettias being used throughout. Nothing but the highest class of Christmas crackers, figs, raisins, nuts, crystallized fruits, rich bottled wine, brandy and syrup fruits were used.

The picture is so clear that a further description is hardly necessary. We might say that the photography does not do justice to the display, the color scheme of brilliant red poinsettias with the green floor plush and curtains making a most striking setting. We hardly need say that this window brought us a big Christmas trade, as all that was necessary was to stand beside the counter and hear the continual call for "The Same as in the Window."

This display was designed and installed by J. F. Nichol.

Fine Small Town Christmas Trim

This Display From Elmira, Ont., Shows the Possibilities of the Dealer in the Smaller Centres—Elmira's Population is Around 2,000—How Trim Was Made.

By C. Percy Ruppel, Elmira, Ont.

IN arranging this window the pyramid style was used in the centre and at either side. The centre pyramid skeleton was made up of boxes covered with crepe paper. The background was draped with two large British flags, hung with Christmas bells. Around the bottom and sides were small flags to give a wider effect. On each side of the pyramid with fruits and candies and bottle goods were arranged two large pyramids of canned goods. For the ground floor and in the front are used boxes cut in such a way as to give a more open effect, as will be seen in the illustration. These are filled with nuts and bon-bons in boxes. I placed a show card on either side of the window and one in the centre.

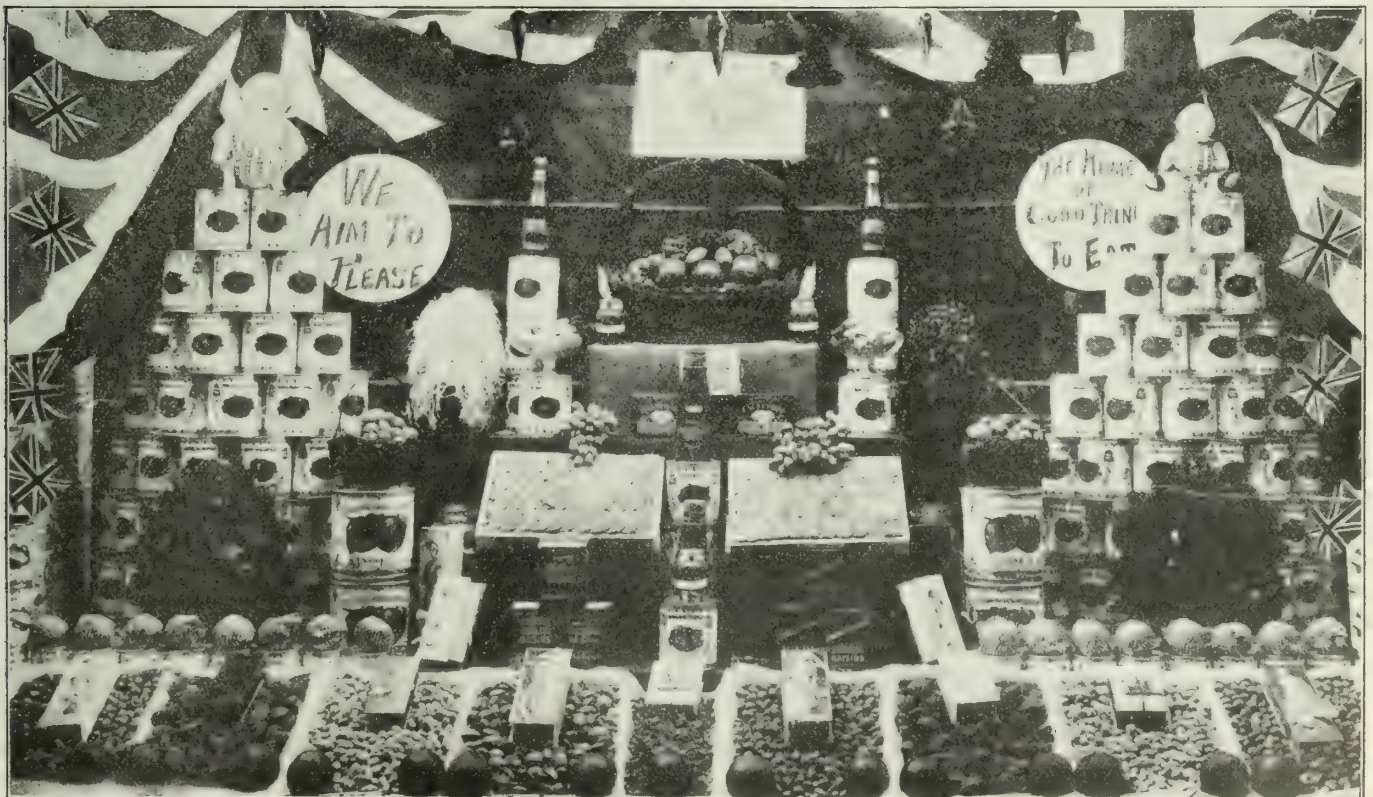
We received a great many compliments and I am satisfied that with a little extra work much can always be done to improve the appearance of a grocery store by having neatly trimmed windows.

The Canadian Grocer competition is a splendid one. Were it only for the prizes involved in contests of this kind nothing much could be accomplished compared to the enthusiasm and interest this work creates, and were it not for the right kind of interest that Canadian Grocer puts forth in the interests of this work, we would be sur-

prised how many less beautifully dressed grocery windows we would find throughout the country.

Why shouldn't we grocers display the things to satisfy the inner man in the most prominent and best way when in the dry goods business the most valuable asset is the way goods are shown? Things that we eat should require more attention than things that we wear. If this point were more thoroughly discussed and brought home to us more, conditions would be greatly improved and more cleaner and more inviting grocery stores would be found.

Cheap or inferior articles displayed in a window never bring trade of any account. The very best goods at reasonable prices are what brings about a sound business. My idea is that if you sell a customer a good article, no matter what the price may be, if it is within the bounds of reason, she is sure to come back. But sell an inferior article, and in the majority of cases you hear complaints. Sometimes even it is the last sale you make to that customer. We retailers have to thank Canadian Grocer for its hearty support in creating and promoting a higher efficiency in the art of window display and cleanliness in and throughout the grocery store.



Display of Christmas goods by Ruppel & Co., Elmira, Ont., winner of third prize in contest among smaller centres. A fine trim for a small town.

Record of Each Day's Business

W. W. Brown, a Caledonia, Ont., Merchant, Always Knows Where He is at — Cash Register Records Are Basis of His Calculations—Only Few Minutes Required Each Day to Check Up Various Transactions—What It Means to the Dealer.

Especially Written for Canadian Grocer.

KEEPING close track of the progress of business from day to day is to be highly commended. There are many grocers and general merchants throughout the country who are doing this to-day. There are others who are not. No doubt some of the latter are doing good business and making money, but it is safe to say that there are many others that are not making money, and who do not know they are not doing so.

The system, therefore, used by W. W. Brown, a large general dealer in Caledonia, Ont., will be of great interest to those who have had in mind the recording from day to day of all business transactions. In the first place, the cash register is the basis of the system of W. W. Brown. The "received on account," "charge," "paid out," and "cash sales" transactions, which it records, are the foundation of the method which this establishment has adopted. At the end of each day the figures are taken from the cash register slip and transferred to a special form, which when the totals are brought forward brings the business transactions from the first of the year right up to the minute.

Some Valuable Information

This form shows, among other things, the total number of sales made each day. It also shows the total number of transactions of each clerk, as well as the amount of his cash sales and charge sales and totals. It shows the total number of cash and charge sales of each clerk from the beginning of the year; and, of course, by the process of addition shows the total number of sales made by the entire staff, both cash and credit and total. The same form shows

DAILY STATEMENT OF BUSINESS. DATE Oct 1, 1915.										
TOTAL NO OF CUSTOMERS.					Cash taken off 1200 Times		Cash Register opened 3000 Times.			
CASH SALES					CHARGE SALES					
CLERK NO.	Trans. No.	Clerk's Totals.			Totals to Date					
Clerk A		Forward		\$	Forward		\$			
		Today			Today					
Clerk B	30	Forward	5000	00	Forward	950	00			
		Today	35	00	Today	10	00	960	00	
Clerk D		Forward			Forward					
		Today			Today					
Clerk E	25	Forward	2000	00	Forward	1164	80			
		Today	20	00	Today	7	50	1172	30	
Clerk H	50	Forward	3000	00	Forward	886	80			
		Today	40	00	Today	2	20	889	00	
Grand Totals		Daily Totals			Grand Totals		Daily Totals			
		95		00	10795		00			
SUMMARY										
Paid out		Forward			Total Sales, Cash & Charge to Date					
		Today			Cash 10795 00 Total					
Rec'd on Acc't		Forward	3000	00	Charge 4198 80 14793 80					
		Today	10	00	Total Cash Rec'd to date					
					Cash Sales 10795 00 Total					
					Rec'd on acc't 3000 00 13795 00					
Outstanding Accounts										
					Unpaid Charge Sales For'd 1198 80					
					Charge Sales today 19 70					
					Total 1218 50					
					Rec'd on acc't today 10 00					
					Unpaid ch'ge sales to date 1208 50					

This illustration shows how Western Ontario merchant keeps tab on each day's business, including cash and credit sales, outstanding accounts, etc.

the amount of money received on account, the total outstanding accounts up to date, and by the addition of the charge sales made on the last day of business shows the grand total of unpaid charge sales. By subtracting from this total the amount received on account to-day, the net unpaid charge sales are secured.

Probably by referring to the accompanying illustration which indicates exactly—fictitious figures are used—what this daily statement of business is, a better idea of it can be secured. It will be seen that on October 1st, 1915, Clerk "B" had thirty transactions. His total cash sales for the day were \$35 and his total cash sales to date are indicated as \$5,035. On the same day he had \$10 in charge sales, making a total of charge sales up to date of \$960.

Clerk "A" we will say was absent from the store on October 1st, but up to date he had \$700 cash sales. Clerk "E" had 25 transactions on that day and sold \$20 worth of goods for cash, or a total up to date of \$2,020. Clerk "H" had 50

sales, selling \$40 worth of goods for cash and a total of \$30.40 up to date. Opposite each of these will be observed the charge sales.

In the cash sales grand total column it will be seen that the total cash sales for the day were \$95 and the total cash sales from the beginning of the year up to end of that day were \$10,795.

The Charge Sales' Column.

Looking at the charge column, it will be seen that Clerk "B" sold \$10 worth of goods on October 1st, which were charged and up to date \$960. Clerk "A" sold up to date Clerk "E" sold \$7.50 \$1,177.50 worth

on October 1st and a total of \$1,172.30, while Clerk "H" sold \$2.20 on credit on that day and a total of \$889 altogether. The grand total of the charge sales is \$4,198.80.

Then in the summary it will be seen that the total sales, cash and charge to date, are \$14,793.80. The total cash received up to date is shown by adding the cash sales up to date and the amount received on account, making a total of \$13,795. By subtracting this total from the total cash and charge sales the amount of unpaid charge sales to date is secured. The figures show that this amounts to \$1,198.80. By adding \$19.70, the total charge sales for the day, the total unpaid charge sales is secured. This is \$1,218.50. By subtracting \$10—the amount received on account that day—the total amount of outstanding accounts is gotten, which is \$1,208.50.

Always Know Where They're At.

The value of this statement is easily seen. The W. W. Brown Co. know at the end of each day exactly where they stand. They know how much money is (Continued on page 94.)

Investments Outside the Business

Dunnville, Ont., General Dealer Believes All the Money Should Not Go Back to the Business—
Danger, He Claims, of Being Tied Up With Surplus and Sometimes Dead Stock
—His Outside Investments Have Been Profitable

Written for Canadian Grocer by A. H. Harvey

SHOULD a retail dealer keep all his money in the business?

This is a question that has confronted many a merchant for many a year. Would it be better for him to take a little money out of the business each year and invest it in good propositions, or is the wiser course to keep it on hand and be in a position to make favorable purchases as the opportunity presents itself? And do the "favorable" purchases always turn out properly?

In the course of a conversation with a prosperous general merchant in the town of Dunnville, Ont., recently, the representative of Canadian Grocer got the opinion of one man on this question. This was J. A. Bicknell, who has had 33 years' experience in the general store trade and who has been 20 years in the one location in Dunnville.

Believer in Outside Investments

"I most certainly would advise the retailer not to keep all his money in the business," said Mr. Bicknell. "So far as I am concerned any advantages that I may have secured towards making money have been got through investments I have made in real estate in this town. From time to time I have seen good opportunities and picked them up, and as years went on the property became more valuable, and I think I am safe in saying that had I kept all the money in the business that I invested in this real estate, I should have been to-day in about the same condition as 25 or 30 years ago.

"The trouble is that when one keeps all his money in the business, he is liable to have it all tied up in stock, some of which is sure to go dead on his hands before it is turned over. What he thinks is a favorable buy comes along at various times, and having the surplus cash, he invests the money. The result is the stock is always kept at the high-water mark. My idea in running a business is to keep stock down as low as possible and to turn it over as often as possible. To do this, one does not require a great deal of surplus cash, and if he invests his money outside

the business, he is never tempted to purchase any surplus stock. I certainly do not advise anyone putting all his money in the business."

As intimated above, Mr. Bicknell has been in the general store business for more than three decades. Coming from near Napanee in the early 80's, he taught school in the vicinity of Dunnville for a few years. Then he decided to go into business. He first opened a store on the west side of the bridge that spans the Grand River, and to get business used to have a "wagon" on the road out through the country and in Dunnville proper. In that way he got acquainted with the country people and people in Dunnville, so that when he opened his present location about twenty or more years ago, he had a splendid

connection all over the surrounding country. It has, however, grown up into a splendid town, and is in the centre of a prosperous farming community. As is the case with the majority of young men starting out in business, some one always predicts their early downfall. The same was true of Mr. Bicknell; but he is in business to-day, and if one were to ask some of his customers who have been with him for the past two or three decades why they stuck to him, the answer would do doubt be that his honesty and fair dealing with them had kept them always business friends.

Careful About Credits

In connection with credit extensions, Mr. Bicknell is very careful. To-day he will only give credit to those whom he knows. If a stranger applies for credit, he only gives it when the former agrees to pay up at a stipulated time. If he does not do so, credit ceases. He has an account register to look after his book-keeping, and he points out that this is one of the great improvements from former days, when hour after hour had to be spent on posting up accounts and sending out invoices. Stores in Dunnville now close at six o'clock, which is another great improvement over the days gone by.

"The clerk needs a chance," claims Mr. Bicknell. "and six o'clock closing gives him that chance for a little recreation and a little time at his home or in his garden."

Advertiser for Farm Trade.

Dunnville, as has been said, is in the centre of a splendid farming district. One of the chief methods Mr. Bicknell uses to get after the trade of the farmer is advertising in the local newspaper. He is a firm believer in advertising. Not only because it gets direct business, but because it keeps the name of "Bicknell" before his customers, and does not give them an opportunity to change their place of doing business.

"Advertising in the local newspaper," he stated, "in my opinion does a great deal more good in the country than in the town. The

(Continued on page 95)

Are You Interested in Saving Money on Groceries?

If so, here are some prices for the next two weeks which should interest you.

14 Lbs. Redpath's Extra Granulated Sugar for	\$1.00
\$7.10 per cwt	
15 Lbs. St. Lawrence Yellow Sugar for	\$1.00
\$6.70 per cwt	
6 Lbs. Fresh Rolled Oats for	25c
4 Bars Comfort Soap for	25c
3 Tins Quaker Brand Corn, Peas or Tomatoes for	25c
3 Lbs. Fresh Barrel Sals for	25c
3 Lbs. Choice Molasses Cakes for	25c
6 Boxes Dominion Matches for	25c
Good Dust Tea, worth 25c lb. now	15c
Regular 40c Japan Tea	3 lbs. for \$1.00

Highest prices paid for Butter and Eggs in cash or trade

J. A. BICKNELL

Opp. Bank of Hamilton

Dunnville, Ontario

IT PAYS TO DEAL AT BICKNELL'S

SUGAR PRICES at the BLUE STORE.

Now is the time to buy your Preserving Sugar, while the price is down. We handle only the best grade and will guarantee it to be Pure Cane Sugar

**Granulated Sugar \$7.10 per cwt.
14 lbs. for \$1.00**

**Yellow Sugar \$6.70 per cwt.
15 lbs. for \$1.00**

Butter and Eggs wanted in exchange for goods

J. A. BICKNELL

Opp. Bank of Hamilton

Dunnville, Ontario

IT PAYS TO DEAL AT BICKNELL'S

Two samples of the newspaper advertising used by J. A. Bicknell to get the trade of the farmers.

The Cost of Doing Business

Actual Figures From Canadian Dealers Showing Their Overhead on Each Item of Expense—
Readers Should Compare Their Own Figures With These — Is Some Particular
Item Costing You Too Much?

Symposium of Figures from Canadian Grocer Readers.

WHAT is it costing you to do business? What percentage of your annual turnover is your rent (or interest on investment) the salaries, delivery, light and heat, advertising of all kinds, insurance and taxes, general supplies, depreciation, bad debts, etc.? Are all or any of these expenses increasing from year to year or are they running along about the same? What is it costing other dealers, similarly situated, to operate their business?

All these questions are very important to every member of the trade desirous of knowing what it is costing him to do business each year and what percentage of the annual turnover is each individual expense. To answer these questions Canadian Grocer got in touch with some score or more representative retail dealers in various sections of the country. They responded splendidly, and have placed us in possession of facts which when put together will form a most advantageous guide to follow. For instance, if you are doing business in a town of two or three thousand population, what per cent. should your rent, delivery expense, salaries, etc., amount to? Are you paying more for any one of these than you should? This is the point that this article will make in its deductions from the replies of the various dealers.

Expenses in Two Fair-sized Cities

Let us first compare the operating expenses of two merchants, one in a city of 15,000 in Alberta and the other in a city in Western Ontario of 20,000. The Alberta dealer does a business of \$100,000 a year, his expense being as follows:

	Per year	% of turnover
Rent	\$ 2,500	2.50
Salaries (including proprietor)	6,000	6.00
Advertising of all kinds ..	200	.20
Heat and light	250	.25
Delivery (stable included) ..	800	.80
Insurance and taxes (single tax)	125	.12
Supplies (stationery, stamps, etc.)	125	.12
Depreciation and shrinkage ..	1,000	1.00
Bad debts	1,000	1.00
General expenses	500	.50
Total cost of doing business	\$12,500	12.49

The Western Ontario merchant has a \$40,000 turnover and to secure this has the following expense:

	Per year	% of turnover
Rent	\$ 800	2.00
Salaries (including proprietor)	5,200	13.00
Advertising of all kinds ..	100	.25
Heat and light	100	.25
Delivery (stable included) ..	400	1.00
Insurance and taxes	200	.50
Supplies (stationery, stamps, etc.)	200	.50
Depreciation and shrinkage ..	200	.50
Bad debts	400	1.00
General expenses	200	.50
Total cost of doing business	\$ 7,800	19.50

It will be seen that so far as rent is concerned the two stores have about the same ratio. One is 2½ per cent. and the other 2 per cent. There is, however, a wide difference in the salary item. The first to secure a \$100,000 turnover pays out salaries to the extent of \$6,000 per year, the percentage being 6 per cent. On the other hand, the Ontario dealer pays \$5,200 in salaries to obtain a \$40,000 turnover, which means 13 per cent. It costs the one one-fifth of 1 per cent. or .2, for advertising, and the other one-quarter of 1 per cent. or .25. Heat and light are the same, but one pays a little more for delivery than the other. The same applies to insurance and taxes, stationery supplies, etc. One pays 1 per cent. for depreciation and shrinkage; the other ½ per cent. It costs both 1 per cent. for bad debts and ½ per cent. for general expenses. The total of one is 12½ per cent., the other 19½ per cent. Reviewing these two statements it will be seen that the big difference is in salaries. Is there any way in which the latter can reduce this?

A dealer in another Western Ontario city of 10,000 population sends in the amount in dollars and cents of each of his expenses but as neither the turnover nor total percentage of expense is given, the percentage of each item of expense cannot be worked out. A Saskatoon dealer writes:

"I am not in a position to give you figures now as I have only bought out this business a month ago. I will watch your paper, however, for this article, which should be very helpful to a lot of merchants."

What It Costs in Smaller Towns

Let us now consider the expenses of merchants in towns of 1,500 population up to 5,000. A merchant in a town in Ontario to the north, doing a business of some \$55,000, has the following expenses:

	Per year	% of turnover
Rent	\$ 825	1.50
Salaries (including proprietor)	3,600	6.50
Advertising of all kinds ..	50	.08
Heat and light	140	.25
Delivery (stable included) ..	300	.62
Insurance and taxes	225	.37
Supplies (stationery, stamps, etc.)	50	.08
Depreciation and shrinkage ..	275	.50
Bad debts	550	1.00
General expenses	275	.50
Total cost of doing business	\$ 6,290	11.40

It will be seen that the total cost of doing business of this dealer is about 11.4 per cent. with a salary expense of 6.5 per cent. The population of this town is 3,000.

A merchant in a town on Lake Ontario shore with a population of 5,000 does a 25,000 business. His expenses are as follows:

	Per year	% of turnover
Rent	\$ 4,700	1.90
Salaries (including proprietor)	1,680	6.60
Advertising of all kinds ..	50	.20
Heat and light	100	.40
Delivery (stable included and men)	700	2.80
Insurance and taxes	120	.48
Supplies (stationery, stamps, etc.)	15	.06
Depreciation and shrinkage ..	50	.20
Bad debts	50	.20
Total cost of doing business	\$ 3,215	13.84

"We are operating two branch stores here," he writes. "The annual turnover last year was \$25,000. We are carrying about \$8,000 stock. Book accounts at present in the three stores are about \$1,800."

It will be seen that the salaries amount to 6.6 per cent.—which is practically the same as the former dealer—and a total of 13 per cent. altogether, which is some 2 per cent. above the other. This difference will be located in the delivery expense.

Figuring Carefully

From Nova Scotia, in a town of 4,000 population, comes the following expenses of a merchant with a turnover of some \$31,500:

	Per year	% of turnover
Rent (interest on invet.) ..	\$ 314	1.04
Salaries (including proprietor)	2,000	6.66
Advertising of all kinds ..	100	.33
Heat and light	55	.18
Delivery (stable included) ..	140	.46
Insurance and taxes	100	.34
Supplies (stationery, stamps, etc.)	34	.11
Depreciation and shrinkage ..	50	.16
Bad debts	205	.68
General expenses	205	.68
Total cost of doing business	\$ 3,000	9.96

The total expense of this dealer is slightly under 10 per cent. with a salary expense of 6.66 per cent. The other expenses are quite reasonable, none of them running over 1 per cent. It is significant, too, that this merchant has no bad debts. He owns his premises but has allowed a rentage of \$314 as interest on the investment. In writing Canadian Grocer he says: "I have one man who takes charge of delivery, warehouse, stable and horse to whom I pay a salary of \$700 a year. A clerk gets \$300 and I allow \$1,000 for myself. I own the premises but have allowed \$314 for interest on investment. We have practically no bad debts, as our sales are nearly all for cash. We have no insurance, and as we have not had a fire loss for 40 years we are ahead of the game and able to carry our own risk, as we consider 2½ per cent. would be excessive. We take every cash discount possible and do not buy more than we can pay for. Our net profits last year were a little over \$3,000. Our average profit is about 2 per cent. We keep down all possible expenses and do not allow goods to accumulate by over-stocking." In this man's letter is to be seen considerable carefulness in the operation of his business.

Following are the figures supplied by a merchant in a town of 3,400 population:

	Per year	% of turnover
Rent	\$ 428	.99
Salaries	952	2.21
Advertising of all kinds..	100	.23
Heat and light	71	.16
Delivery (stable included)..	416	.96
Insurance and taxes	140	.32
Supplies (stationery, stamps, etc.)	15	.04
Depreciation and shrinkage	50	.13
Bad debts	100	.24
Total cost of doing business	\$ 2,272	5.28

This merchant has a turnover of \$43,000 annually, and yet he figures his salaries at only 2 per cent. Quite evident proprietors' salaries are omitted here. So far as these figures are concerned his total expense is only 5.28 per cent., but there is an explanation to this. In his letter he says: "We do a business of \$43,000 per annum and any time we have a few hundred dollars we can spare out of the business we divide it between the partners. This, of course, varies, but we always are sure of a good salary."

In this town the merchants have a general delivery system. In connection with this he says: "Re saving of expenses. We are very much pleased with the general delivery system here and think it is a great saving in time, money and energy."

A merchant in a town of 1,100 population has the following expense:

	% of turnover
Rent	1
Salaries (including proprietor)	9
Advertising of all kinds	1½
Heat and light	1½
Delivery (stable included)	3½
Insurance and taxes	1¾
Supplies (stationery, stamps, etc.)	1½
Depreciation and shrinkage	1½
Bad debts	1½
General expenses	1½
Total cost of doing business	14¾

The percentages only are given here. It will be seen that salaries, including the proprietors', amounts to 9 per cent. which so far as towns are concerned, is a little above the average. The total expense is 14.25 per cent.

A High Cost in B. C.

A British Columbia firm in a town of about 3,000 population has the following overhead expenses:

Rent	1
Salaries (including proprietor)	11
Advertising of all kinds	1.2
Heat and light6
Delivery (stable included)5
Insurance and taxes	1.6
Supplies (stationery, stamps, etc.)5
Depreciation and shrinkage9
Bad debts	2.5
General expenses	2.5
Total cost of doing business	22.3

It will be seen that the salary expense amounts to 11 per cent. and the total is 22.3 per cent. Judging from the others, this is a rather high overhead expense. The dealer has the following to say about it: "We are in a new store here and overhead expenses, with the exception of rental are rather heavy. Among the methods used during the last 12 months to keep down expenses has been a careful elimination of all waste."

The overhead expenses of a merchant in another Western Ontario town of 2400 population are as follows:

	%
Rent	2.92
Salaries	5.85
Advertising42
Heat and light79
Delivery	2.38
Insurance and taxes35
Supplies01
Depreciation and shrinking54
Bad debts17
General expenses84
	14.27

This merchant points out that his rent is exorbitant. He is apparently right when the rent of the other merchants dealt with here is considered. He is paying almost 3 per cent., whereas the average is more nearly around 1 per cent. In connection with his delivery he says: "I divide our town into two parts and call them High and Low. We make these trips High and Low town alternately. Nothing is allowed to interfere with this arrangement. If the delivery has gone to the high side and someone asks for something to be sent back in the same direction, I positively refuse, in of course a judicious manner. I tell her that the goods will be sent after the other side orders have been delivered. Many people have got into the

habit of saying that they want things right away. Our answer is—'next trip or in turn.' Of course I put this into more polite language. Our business has grown and is growing and many of our best customers are those we have turned down on this delivery question. I manage my own business—being always on the job. In regard to heat, in winter I keep the store as cool as possible, because I believe it is best for my stock. Stationery supplies are practically nil as I send out no accounts. I allow for shrinkage and leakage on the fixed stock only. In reference to bad debts, I keep a register cabinet and after ten years in the business my outstanding accounts total no more than \$700, all gilt edged."

There are some very good suggestions in the observations of this merchant.

A Compliment From Quebec

A reply also came from a Richmond, Que. firm, to the effect that the proprietor was ill, and that he was sorry he wasn't able to supply the information. The clerk who wrote, added this very complimentary message: "My employer wishes me to tell you that the only paper of a business character he cares for and thinks is valuable to business men is The Canadian Grocer."

Overhead in Villages

Now we come to a study of overhead in villages. A general merchant in a village of 100 population sends the following list of expenses:

	Per year	% of turnover
Rent	\$ 300	1.66
Salaries (including proprietor)	1,100	6.11
Advertising of all kinds..	75	.41
Heat and light	50	.27
Delivery (stable included)	15	.08
Insurance and taxes	100	.56
Supplies (stationery, stamps, etc.)	10	.05
Deprec. and shrinkage....	300	1.66
Bad debts		
General expenses		
Total cost of doing business	\$ 1,950	10.8

This shows an average salary expense when compared with the expenses of merchants in the larger towns. The general merchant in the country has usually the advantage over those in larger centres by having no delivery expense. This man's total cost of doing business is around 11 per cent. In describing his expenses he says: "In sending you this list I might say that I own my property, but have put down \$300 as interest on the investment. The item of bad debts may seem small, but I think it will cover all my loss this past year. We are, however, in a first-class section and our losses at any time are very light."

From a small village in New Bruns-

wick of about 50 population has been received this table of expense:

	Per year	% of turnover
Salaries (including proprietor)	\$ 800	11.76
Heat and light	100	1.47
Delivery (stable included)	100	1.47
Insurance and taxes	80	1.17
Supplies (stationery, stamps, etc.)	30	.44
Deprec. and shrinkage	20	.29
Bad debts	30	.44
General expenses	100	1.47
Total cost of doing business	\$ 1,260	18.51

This dealer, who has a turnover of some \$6,800 a year, has a rather high expense, if he has present his figures accurately. Eighteen per cent. is high for a small village, and then he has not allowed anything for rent or interest on his investment. The salary expense is quite large at 11.76 per cent., and compared with the others his heat, insurance and taxes and general expenses are rather heavy. However, he may be making money alright.

Low Cost for Western Merchant

The expenses of a merchant in a British Columbia town of 800 population are as follows:

	Per year	% of turnover
Rent	\$ 600	.09
Salaries (including proprietor)	6,000	10.00
Advertising of all kinds	300	.005
Heat and light	60	.001
Delivery (stable included)	300	.005
Insurance and taxes	180	.003
Supplies (stationery, stamps, etc.)	60	.001
Deprec. and shrinkage	60	.001
Bad debts	180	.003
General exp. tele. etc.	120	.002
Total cost of doing business	\$ 7,800	10.11

The turnover is some \$60,000, and with salary expenses of \$6,000 the percentage is some 10 per cent. This compared with others is apparently a little high. The other expenses, however, are more than reasonable, the total being a little over the 10 per cent. This must be considered pretty low in comparison to the big turnover.

A merchant in a small Ontario village of only fifty population presents the following list of expenses:

	Per year	% of turnover about
Heat	\$ 75	1
Heat and light	250	1 3/4
Delivery (stable included)	200	2 1/2
Insurance (and taxes)	20	1/4
Supplies (stationery, stamps, etc.)	20	1/4
Deprec. and shrinkage	20	1/4
General expenses	100	5
Total cost of doing business	\$ 580	10

It will be seen from the above that nothing has been allowed for salary. In reference to his expense this merchant writes as follows:

"I figure my whole expenditure to be about \$500, or I allow about 10 per cent. of my turnover for working expense to include the cost of living, salaries, etc.

My expenses are exceedingly light here as my business is a small general country store and by figuring 10 per cent. as my cost of doing business and making a net profit accordingly, I know I am on the safe side. We do no advertising and fortunately we do not consider we have any bad debts. The community in which I am is a thoroughly good one, although some are occasionally long-winded over credit. Still we get our money. We pay no taxes as this is paid by the landlord."

This merchant has a turnover of some \$8,000 if his general expenses which he places at \$400, amounts to 5 per cent. Ten per cent. of that he figures as his operating expenses, and this would amount to \$800 altogether. The general expense item of 5 per cent. might be considered fairly large by others.

These figures should prove of very great advantage to every reader of this paper. Sit down and figure for yourself what it is costing you for each item of expense and determine whether you are paying too much or not. The time will be exceedingly well spent.



WINDOW TRIMMING

(Continued from page 83.)

Few dried fruits, etc., in the bottom of their window and let it go at that. Such displays are not very conducive to good results. They are not likely to sell the goods direct, nor are they likely to create much talk. There is a natural tendency, and one that is growing all the time, for people to see first what they purchase, and they are most likely to purchase from the window which presents the most appetizing appearance. The Christmas season, too, is one in which the people spend freely. Families who hold tight onto their money during the remaining part of the year, loosen up their purse strings around Christmas and buy more luxuries. It is a fact that there is more money on deposit to-day than there was last year, or even the year previous.

More Than One Christmas Window

Many dealers make the mistake of showing only one Christmas window. This is put in a week or so before Christmas and left there until the big day is over. The time to start to sell Christmas goods is on the arrival of the very earliest shipments. Christmas cakes and plum puddings can be made just as well to-day as a month from now, and the ingredients for these should be shown immediately on arrival. From now on, three, four or even five Christmas displays should be run. The more there are the better the sales.

RECORD OF EACH DAY'S BUSINESS

(Continued from page 90.)

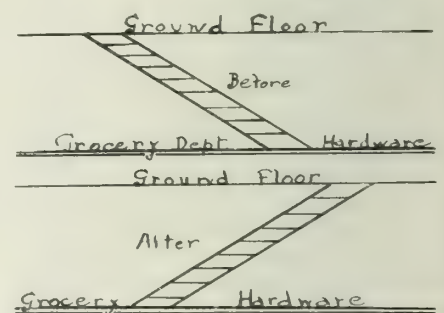
outstanding; how much cash they took in that day, both on account and from cash sales; how many credit sales they made; the total number of transactions, etc., etc., and, as pointed out above, the basis of the whole thing is the cash register record.

The short amount of time that it would take a retailer to get these valuable figures should not prevent any of them from keeping this or a somewhat similar record. It may mean the difference between success and failure, because it acts as a check on indiscriminate credits and points out the way when the amount of unpaid outstanding accounts ought to be curtailed. By comparing this record with corresponding lays of the previous year, the trend of business can readily be seen. If it is going behind, a greater endeavor can be used to bring it up to the mark. This daily statement of business is a valuable record. There should be more of them.



IMPORTANCE OF A STAIRWAY

THE accompanying two sketches illustrate an interesting change recently made in the store of Dupuis Freres, Montreal. About a year ago, the grocery department was removed to the basement. It was found, however, that people descending the stairs, went straight on to the hardware department, and often ascended again without taking a look at the groceries, which were more



This illustration shows how change in stairway was made to help grocery business.

or less hidden behind the stairs. The stairway was reversed, so that the foot was in the middle of the grocery department, and customers could not descend to the basement without seeing their displays. While this has cut the department up somewhat, it has meant an improvement to their grocery business without interfering with that of the hardware department.



If paste is thinned with vinegar instead of water, it will keep fresh much longer.

Following Up All Expenses

System of One Canadian Dealer Described By Himself—Only Requires Two Hours' Work at End of Each Month—Watches Every 5-Cent Expenditure—Comparisons in Actual Figures for Six Months.

Written for Canadian Grocer by a Retailer

WHAT does it cost to do business? In my opinion there is only one way to find out, and that is to keep an Expense Account and keep it carefully. We used to attempt to keep an expense account as we went along by trying to charge all items of expense as we incurred them. However, we missed so many items that we were forced to discontinue that system. At the end of the month we now rule off a sheet of paper with the different items of expense written above, and then post from our cash book into the column to which they belonged. As our cash book is balanced with the cash every day, this gives us an accurate account of all expenses after they are paid.

Percentage Varies Little

After trying this way for six months we have not had it vary in percentage more than half a per cent. one month with another. The item of delivery is the general delivery system, which costs us about \$7.50 a week.

I do not believe there is one grocer in four hundred who knows anywhere near what his expense is, and it is a very important item.

Here is an indication of how we look after each individual expense from month to month:

MONTH OF AUGUST, 1915. EXPENSE ACCOUNT

Express	\$ 12.51
Freight and Cartage	15.24
Postage	5.50
Delivery	30.00
Salaries	148.00
Personal expense	2.00
Office Supplies	1.20
Miscellaneous	5.06
Scavenger	1.60
Donations	17.00
Electric Light	9.36
Gas	3.20
Telephone	3.90
Advertising75
Paper and Twine	17.12
Taxes	81.40
Cheek Books	21.30
Rent	40.00
Telegraph account, none this month.	
Repairs, none this month.	
Water rate, none this month.	
Interest, none this month.	
Ice account, none this month.	
Insurance, none this month.	
Total for month	\$415.14

Amount of turnover for month at selling price \$2,506.35
Average expense 16½%

Our statement of expense and turnover for the past six months—since we adopted this system—is as follows:

	Exp.	Turnover
April	\$ 328.14	\$ 2,199.23
May	381.53	2,021.88
June	318.08	2,396.60
July	388.05	2,604.54
August	415.14	2,506.35
September	398.48	2,497.96

Total expense, \$2,229.42
Turnover for six months. . \$14,226.56

Average expense 15.60%

Keeps a Tab on Everything

This is a complete statement for the length of time we have been using this system. You will notice some months are heavier than others. This happens by some items such as taxes, which come twice a year, water rates quarterly, and telephone rental quarterly, and ice account once a year. Whilst these would make the expenses in particular months heavier, we perhaps do not have expenses in such items as paper and twine, counter check books and donations during the same months, so you will notice the expenses do not vary much one month with another.

I feel I have a good system for keeping track of every five cents of expense expenditure, but will be able to form a more definite idea at the end of the year after running it a full year. Up to the present time we cannot find any deficiency in it, and it only takes us about two hours at the end of every month to get the amount of our expenses for that month.

INVESTMENTS OUTSIDE THE BUSINESS

(Continued from page 91)

country folk read everything in the paper and they read it very closely. No doubt the reason is that they haven't so much to read as people in the larger centres. The farmer and his wife are always talking over their prospective purchases, and when they read about something in an advertisement which they think they ought to have, they discuss it very carefully. They discuss both news and advertisements, and, therefore, a good advertisement is bound to produce

indirect if not always results that can be traced. A farmer and his wife, for instance, who may be dealing with us regularly are sure to be interested in anything we may say in our advertisement; that is but natural, and one can talk to them with greater force through the advertisement in the paper than through word of mouth. There is little danger of offending anyone through an ad, but sometimes one must be careful just how he urges a country customer to purchase a certain article."

Mr. Bicknell, Jr., who is with his father in Dunnville, writes the ads, and he is careful to change them at least every two weeks. This firm claims it is mighty poor business to run an advertisement any longer—and those who have had much to do with advertising will undoubtedly endorse this statement.

How New Goods Are Introduced

The Bicknell store always likes to have something new to offer customers. "People," said Mr. Bicknell, "are always interested in the new article. You can get them to handle it and ask questions about it, and if they are at all interested, it is an easy matter in most cases to make the sale. Just recently we opened out a counter of small wares, including 5 and 10 cent brushes, tack hammers, fancy dishes, dust pans, iron holders, etc., to the farmers and their wives, and we got splendid business from this counter. The new line is always prominently displayed where it can be picked up in a moment and explained to the customer. Customers appreciate it, and we sell a considerable quantity of goods in this way." Mr. Bicknell prefers to have the customers coming into the store. He does not to-day go out for orders. He claims it is much more satisfactory for the customer to see the goods she buys, and it is also a truth that the customer will buy more goods, the more she sees.

As an evidence of the prosperity of the people in Dunnville and vicinity, it is only necessary to state that last spring during the spring millinery season Mr. Bicknell's daughter, who operates the millinery department in connection with the business, sold more hats in the vicinity of \$10 each than under that price. Apart from the society folk in the large city, few dealers in the big centres can say this.

Business in the future is looked forward to with the usual confidence.

Business Methods on Gaspé Coast

Robin, Jones & Whitman, General Merchants There, Go After Candy and Tobacco Business, and Get It—Modern Methods in an Out-of-the-Way Corner of Quebec Province—An Old-Fashioned Hint to Deadbeats—Over a Century in Business.

Written by a Staff Representative.

UNLESS he has been there, the average person has only a hazy notion of what Gaspé, Que. is. He gets the name mixed up with salmon, basin, peninsula or coast, and only when he has landed safely at Baker's Hotel does he realize that there is a village bearing that name, with half a dozen stores and a number of houses. The chief industries are fishing and lumbering.

The stores draw trade from the residents, tourists in summer, and from farmers and fishermen. They are all typical general stores, most of them having little in the way of display windows, the windows being composed of small panes. The largest store has a modern front, but there is not the incentive to make attractive displays there as in a city. Yet this store finds that by making good displays, their business improves.

One store is a model of higgledy-pigglediness, and seems to be a magnet for every bit of dust that flies. The stock requires to be handled with gloves—not white ones. Nevertheless, this store does a big business because of the wonderfully varied stock carried. There is a tradition in the village that if you go to this store for the most unheard of thing in general merchandise, the proprietor will rummage around in the cellar for a while and eventually come

to the surface with a grimy box containing the goods.

The photographs shown herewith were taken in the store of Robin, Jones & Whitman, situated on the wharf. The equipment and displays are in many instances superior to those in large cities. The fixtures are clean and attractive. The showcases are modern, well-trimmed, and bring in a lot of extra business. There is a cash carrier system, a well-appointed office in the gallery, and a second floor, equipped with splendid wardrobes for clothing, and large stocks of heavy goods, most important of which is furniture.

The Grocery Department.

As in many general stores all over the country, the grocery department is at the rear on the ground floor. Use is made of the left hand aisle to display canned goods around pillars. These are in boxes having one end opened.

The department is clean, orderly, and equipped with labor saving equipment. In one respect is it lacking: although this firm does a big business in produce and provisions, there is no refrigerator in the store. Recently an ice house was erected to enable them to go more extensively into the butcher business. Beef has always been sold in small quantities, but now that a better demand has opened up, fresh meats will be handled on a large scale.

In connection with the grocery there are two departments which are conspicuous, because of their distinctiveness, and because of the excellent manner in which they are handled. Reference is made to the candy and tobacco departments, photographs of which are reproduced here.

Big Trade in Box Candy.

The bulk of the candy business is in chocolates, sold in boxes more than by the pound. The shelves in which these are carried are open, and care is taken to make the stock look as attractive as possible. A look at the accompanying photograph will show the reader that this open shelving is a veritable silent salesman. Customers can choose from behind the counter without any difficulty. The firm realized the value of a silent salesman, however, which is trimmed with as much taste as the shelving.

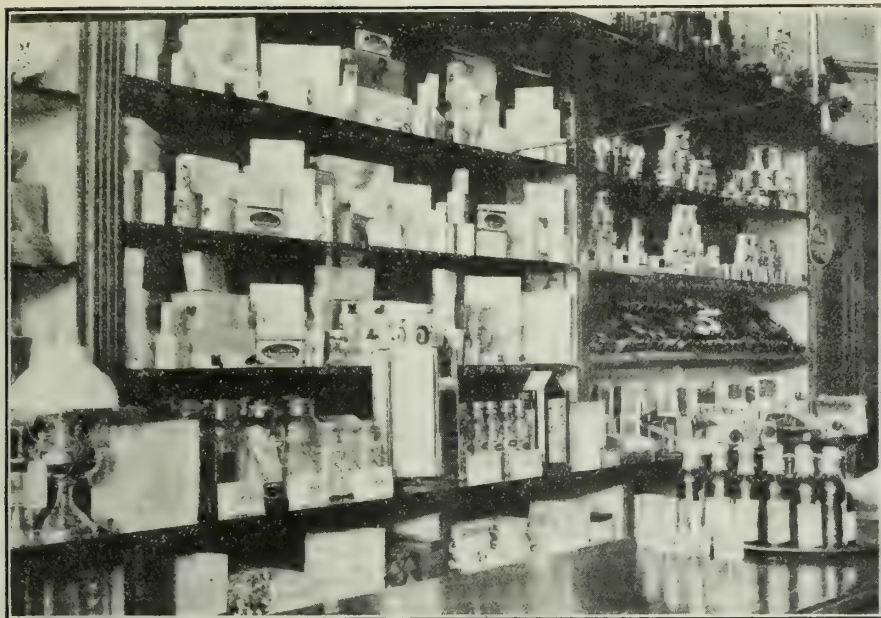
In the summer, the bulk of the trade is done with tourists, either staying in the village, or those who have come in on a steamer and are in Gaspé only for a few hours. Often there is an invasion of the candy department when a boat arrives from New York, and naturally the store having the most attractive and cleanest assortment, gets the business.

The stock is confined more or less to one line, which is a good one, for which they have the exclusive sale. A method they have tried out for increasing their chocolate sales has been very successful. The manufacturer supplies small boxes of samples which are distributed discreetly among their best customers. A case of the effectiveness of this advertising was observed by the writer during his visit. One or two sample boxes were handed to a doctor, whose guests included a number of ladies. The next day he placed an order for a five-pound box—an order which might have gone elsewhere.

On the same picture, notice a tray of soft drinks, with glasses. These are intended to catch the trade of visitors, and of residents frequenting the wharf on hot days. This is a new line, and has proved very successful. Formerly all this business went to the hotel. They will branch out further; a consignment of grape juice has recently been shipped.



This illustration shows view of the grocery shelving in the Robin, Jones & Whitman store at Gaspé, Que. Copy of Canadian Grocer is lying on the counter.



An interior view of the Robin, Jones & Whitman store at Gaspé, Que. Confectionery department on left, and tobacco and cigars on right.

Lime juice has been carried for a number of years. It is a line which is appreciated in this section of the country, and enjoys a big sale. In many parts of Canada, people do not know how to serve lime juice, often making the mistake of using more than is required, making a very disagreeable drink. The writer believes it would pay retailers who have a high class trade to demonstrate this line during the hot months.

Cigars and Tobacco Sales Large.

Next to the candy display, the reader will notice a splendid arrangement of tobacco, cigars, cigarettes, pipes, etc. This is another line which benefits from the arrival of passenger boats. Tourists enter the store in large groups, and have no difficulty in making a selection from across the counter. Sales at such times are heavy. Pipes are displayed on a plush-covered shelf, inclined at forty-five degrees so that the stock can easily be seen. Sales of cigarettes amount to close upon 200,000 per year.

The system of selling pipes by pushboards has been used successfully. Ten cents is charged for each guess. For each lucky guess the prize is a pipe, of which there are ten, worth altogether about 5.00. As there are a hundred guesses to each board, each one brings in \$10.00. Unsuccessful contestants receive a 5c. cigar, and as there is a profit of close on 100 per cent. on the pipes, the profits are heavy. Dozens of pipes have been sold in this way, and a large number of cigars. It is understood that the tax on these pushboards is now so heavy, their use is almost prohibited.

Another new line this firm recently introduced is egg producers, regulators for poultry, fly chasers, etc. The buyer of the store started in the poultry busi-

ness for himself, and met with such success after using an egg producing preparation, he ordered a supply for the store. After telling customers of the results he himself had secured, no difficulty is experienced in making sales.

The firm of Robin, Jones and Whitman was founded well over a century ago by men from the Channel Islands. They traded with local fishermen, and continue to do to this day. In the meantime they have built up an immense business in this district. In their merchandising methods they are abreast of the times. Branches are located at a number of villages on the Gaspé coast, with headquarters at Paspabiaac.

A Hint to Pay-Up.

While visiting the Gaspé store, the writer saw something which contrasted grotesquely with the modern surroundings—a quiet hint to customers in arrears to come in and pay their bills. Ancient in appearance, it carried one back to small establishments of half a century or more ago. The picture or notice board bore a drawing of an ordinary table fork, a large “W,” the lines of which were composed of human beings twisted into curious shapes, a tall silk hat, a “U” and an “O,” these letters being formed in the same manner as the “W.” The message conveyed is: “Fork out what you owe.”

A RETAILER'S FINANCIAL STATEMENT

The following is an interesting financial statement of a retail firm in a village of 200 people, consisting of three partners and doing a turnover of almost \$30,000 a year. The partners' yearly salaries amount to \$2,000 total. Other

merchants will find this statement advantageous by comparison:

Trading Account 1914-15	
Merchandise on hand, May 26th, 1914.	\$ 7,096.50
Merch. purch. during year ..	\$24,679.36
Less goods returned	529.98
Freight	24,149.38
	197.53
	\$31,443.41
Year's sales	\$29,702.43
Goods on hand	8,527.40
Gain on merchandise	6,786.42
	38,229.83
	38,229.83

Profit and Loss Account

PROFIT	
Gross gain from trading account ...	\$ 6,786.42
Discounts gained on purchases	165.81
	\$ 6,952.23

LOSS	
Debit balance of interest account....	30.00
Expense	784.05
Collection exchange	1.90
Premiums, net cost	228.56
Insurance	126.36
Advertising	157.85
Hay and feed	95.75
Heat and light	86.80
Rent	474.00
Repairs	2.75
Telephone	35.84
Depreciation:	
Office supplies, cost	\$41.50
On hand	28.00
	13.50
Furniture and fixtures, 10%	85.00
Horse and wagon	25.00
Net gain from business	480.493
	\$ 6,952.23

In writing Canadian Grocer a member of the firm says: “We are enclosing herewith copy of our financial statement taken off June 1, 1915, for our first year's business. Please note there are three partners, each being credited at the end of the year for his salary. Other salaries are included in general expense account, which amounts to \$728 per year. One of the partners does the delivery, and stable rent is included in the store rent. Our turnover for last year was \$29,702.43.”

NEW AND OLD BRITISH DUTIES			
The following list shows the new and old rates of taxation on a number of the principal sources of revenue in Great Britain:			
	New	Old	
Tea	1s 0d per lb.	0s	8d
Sugar	9s 4d per cwt.	1s	10d
Coffee	0s 3d per lb.	0s	2d
Shicory	0s 3d per lb.	0s	2d
Cocoa	0s 1½d per lb.	0s	1d
Currants	3s 0d per cwt.	2s	0d
Figs and fig cake	10s 6d per cwt.	7s	0d
French plums, prunes and all other dried or preserved fruits and raisins	10s 6d per cwt.	7s	0d
Manufactured tobacco	7s 0d per lb.	4s	8d
Cigarettes	8s 6d per lb.	5s	8d
Cigars	10s 6d per lb.	7s	0d
Motor spirit	0s 6d per gal.	0s	3d

Among a hundred or a thousand young men there are a few who study the game. They decide upon a line of action. They hew to the line. They miss a lot of “good times” and the resultant headaches and heartaches. With mind set upon success, they study for it, plan for it, work for it, fight for it, live for it, get it. Earnestness means success, indifference failure. Earnestness studies the game and wins. Indifference lags and loses. Shorn of rigmarole, that's the whole story.



The cured and cooked meat section of the Robert Simpson Co.'s new provision department. This is located in the centre, with wide aisle around it.

A Provision Department That Sells

How Demand for Cooked and Cured Meats, Fresh Meats, Specialties, Fish, Etc., is Created in the New Provision Department of The Robert Simpson Co., Toronto—Refrigeration and Computing Scales Are Features—Results of an Aggressive Policy.

Especially Prepared for Canadian Grocer

THE Robert Simpson Company, Toronto, have proven that by good, strong, aggressive measures the sales of cooked and cured meats, fish and fruit, can be readily increased. Among their methods will be found modern refrigeration, bright, clean, attractive

counters and show cases, computing scales, cash register and rapid methods of serving customers.

Recently in the Simpson store a new department was opened for these lines. That it is proving itself a splendid investment can be observed at any time

during the day. The department is literally crowded from morning till night.

A description of the new department, which the company calls "The Meat Market," should be of great advantage to every dealer interested in increasing the sales in his provision department. The meat market is separated from the grocery department by the flower department. Tables and banks of handsome flowers make the entrance an exceedingly attractive one. It is a fact, too, that the perfume of flowers is a splendid antidote to the smell of freshly-cut meat. The outstanding feature that impresses itself on the observer is the immaculate cleanliness and freshness of the department. Cold water-washed air delivered to every part of the selling space through fifteen transmission ducts in the ceiling changes the entire air every three minutes. In the first place, therefore, the ventilation equipment is unique. The complement of this water-washed air distribution is found in the exhaust by which the used air is withdrawn and delivered through a vent above the roof of the building.



This is an inside view of the cooked and cured meat counter shown above. Note computing scales and meat slicer.

Fixtures in White

It is an interesting fact that the largest exit is placed immediately above the fish counter. The fixtures are all spotlessly white, including the lengthy rows of computing scales. The floor is of grey, with white terrazzo set in visible panels, providing for expansion and contraction; is bordered with green and white marble mosaic, turned up in a cove to all counters, so that angles providing lodging places for dust are done away with. Behind the counters in the cooked meat section the floors are covered with white maple out of consideration for the comfort of the sales force. The counters, covering 1,450 square feet, are glass enclosed and thoroughly refrigerated. The counter top is of milk-white special Carrara glass, one inch and a quarter thick—sanitary and most easily cleaned, and which absolutely refuses to take up stains from meat or anything else.

Special Trays for Fish

On entering the department, one is confronted by the large refrigerator which projects into the department and displays through its glass side cut flowers in both the meat market and the grocery department. Behind this refrigerator runs the fish counter. In addition to other features of the ordinary counter this one is furnished with specially made steel trays enameled white on which the food from the lake and sea are kept fresh and cold on beds of cracked ice.



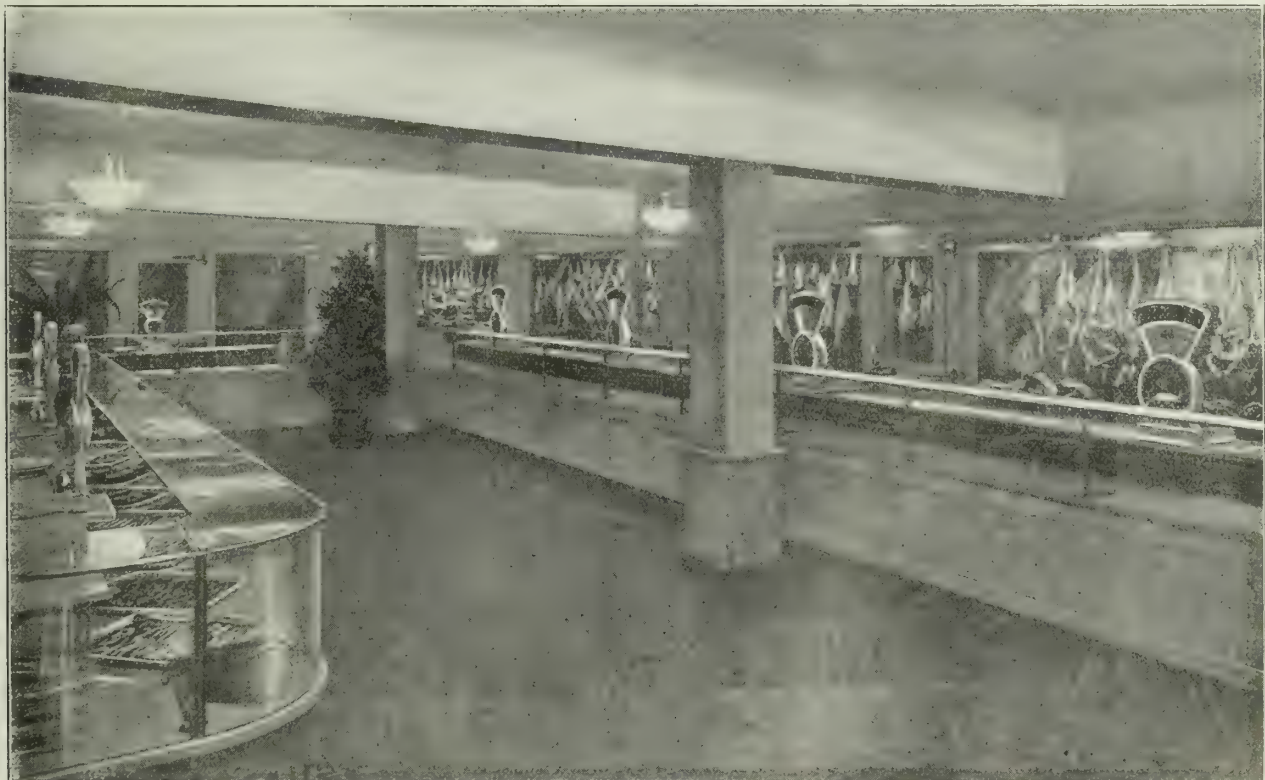
The attractive flower department which adds a refinement to the provision section of the Simpson store.

Next comes the long "L" shaped counter where poultry and fresh meats are served. To facilitate the service at this counter there are shown many specially prepared cuts ready for wrapping. Each cut is marked with the price per pound and not only that but the total cost of the piece. Thus the housewife desiring to spend say 40c for a steak will have the choice of numerous cuts at that price or within a few cents either way. This counter is provided with a two-way belt conveyer which gives the acme of speed in service to the customer. Each purchase is inspected

and checked by an expert butcher before being parcelled.

Cooked and Cured Meats in Centre

The centre of the Department is a square given over to a most attractive display of all sorts of cooked meats, delicatessen, salads and smoked meats. The counter here, along with all the other improvements shows as well a unique silent salesman arrangement. The sides of this counter on three sides of the square are of double plate glass to avoid condensation. The show space thus formed is tiled in white, illuminated by a special device installed below the



Note the carefully laid out fish counter on the left, with its trays of fish ready for sale. The long refrigerator is seen on the right.

counter top and refrigerated most ingeniously from the side, which shows nothing but a marble front. Hidden within are the refrigerating coils and an electric fan which circulates the cold air through this fixture. Several white computing scales go around this department. Underneath the entrance to this square the circulation is continued under the floor. English vein Italian marble of high quality was imported for this.

On the glass shelves in these counters are to be found sliced cooked meats on parchment paper to be wrapped up. For instance if a customer asks for a pound of sliced bacon, all he has to do is to point to the particular kind he wants, and, as it is already sliced, it simply has to be wrapped in the tissue paper on which it rests, then in a heavier piece of paper and handed over the counter. It was observed that before placed in the customer's hands it was put in the computing scale to make sure the weight was there. There is a cash register in this department so that customers get their change immediately. As there are various kinds of bacon, some fat, others lean and still others fairly well mixed, the customer has a large assortment to choose from, as well as different priced bacons. Price cards are on each individual display.

The Refrigeration System

The refrigerators were built specially to order and they consist of five separate units. Each is insulated with four inches of cork on all sides, except the display fronts which are each provided with three separate sheets of plate glass

an air space between each sheet. All doors are properly insulated and fitted with heavy nicked hinges and fittings. The fish refrigerator necessarily required drainage of ample capacity. Connected with this refrigerator is a freezer in which a very low temperature is maintained ensuring proper care of this product. The cooked meat and delicatessen refrigerator, as well as the poultry refrigerator, are of large size. The large "L" shaped refrigerator is one of the largest on the continent in use for retailing fresh meats. It is provided with the proper equipment of brine coils so regulated as to produce ideal results under all weather and other conditions. To the parcel refrigerator go all meats ordered by customers personally or by telephone. Here they stay until one half hour of the departure of the Simpson wagon from the store. It will be seen that this is undoubtedly a very unique service.

All products are received through a special entrance on Richmond St. and lowered into the rear of the refrigerators by an elevator supplied with carrying rails which communicate when lowered with track rails leading directly into each refrigerator, thus reducing to a minimum the handling of the meat. Before going into stock each is inspected and weight tested. The working space here is of sufficient capacity to enable the company to prepare thousands of orders which come in every day, independent of help from and interruption to the service of the counter. This

space is finished with smooth cement and cement plastered walls and equipped with necessary sinks, drains and plumbing to make cleanliness easy.

The salesmen and salesladies appear in specially laundered uniforms and these people have been selected because of a special knowledge of the meat business. Added to that, special instructions in their duties are given them, and all such sanitary help as will provide best possible service.

Fine Fruit Fixture

Further to the right comes the fruit department with a counter piled high with fruits and vegetables. There is ample floor space around these and a large sanitary stock room to ensure the giving of proper service in these goods.

As intimated at the outset of this article, the Robt. Simpson Co. is getting considerable of the Provision business—considerably more than they did before the installation of this department. All this goes to prove what aggressive measures will accomplish in boosting sales of any department. If the goods are there and the proper service is rendered the public is going to accept that service and buy those goods.



Probably success has been the theme for more discourses—written and spoken—than any other subject—unless it be failure. To judge by the hullabaloo, one would think success and failure fearfully mysterious things. The simple matter of fact is that they are the plain and palpable effects of plain and palpable causes.



View of the provision department of the Burridge Mercantile Co., Victoria, B.C.

Special Provision and Fruit Sections

The James Ramsey Store in Edmonton, Alta., Do Big Business in These Lines by Going After It Strenuously—Equipment a Splendid Aid—Have Provision Counter 60 Feet Long—Attractive Fruit Displays

Written for Canadian Grocer by REGINALD G. SMITH



Upper picture shows the fruit section in the Ramsay store, Edmonton, Alta., and its location relatively to the grocery department. The lower picture is of the splendid provision section which is fitted up attractively for big business.

AMONG the big stores of the Canadian West is that of James Ramsey, of Edmonton, Alberta. The grocery department of this establishment is finely fitted out with much modern equipment, which is backed up by salesmanship on the part of every clerk, making a strong combination towards increased trade.

A 60-foot Meat Counter

A striking feature of the grocery annex is the meat department. There is a counter sixty-six feet long with a plate glass guard and silent salesmen all connected with the ice plant and refrigerators. The provision salesmen are all in white—cap, coat and apron—and the whole branch of the store is as clean and enticing as it can possibly be. At the rear of the meat department is the ice plant, manufacturing $7\frac{1}{2}$ tons of ice each day. The brine system of refrigeration is in use and a big cutting room alongside of the refrigerator is cooled and all the implements, blocks, knives and saws are displayed behind glass windows, so that the customer can see just what piece is being cut off.

None of the provision men are allowed to handle money, so that there is not the slightest fear of contamination from the handling of paper money. When an order is filled, the clerk simply makes out a bill, hands it to the customer who

goes to the girl at the cash register desk, and she stamps "paid" on it. The customer then returns it to the provision man and he wraps it up in the parcel. "Safety First" in the meat business is an excellent axiom, and this Edmonton store is careful to see that it is carried out.

One of the accompanying illustrations shows the attractive provision section of the Ramsay store. The other illustrates the fruit department showing the fruit neatly arranged in a most inviting manner. With special departments like these so handsomely arranged and with real salesmen behind the counter it is readily seen why they are money makers in this big store.

On one side of the store is 170 feet of counter for groceries alone, running along the full length of the store, the counters are all fitted with display fronts, while the pillars supporting the roof are

surrounded with canned goods—an effective advertisement indeed for the stock to be sold.

Easy Chairs for Customers

In different parts of the store are patrons' tables where customers can sit at ease, write their delivery orders, while the tables carry all grocery lines covered with plate glass, and gives a gentle hint to the memory of the shopper what goods she wants to purchase. All the delivery orders are taken to the basement, made up out of stock, sent to the shipping room, where fourteen delivery wagons are ready to make three rounds each day of the city.

Four booths with two demonstrators in each booth at time of writing were preparing samples of groceries for customers to taste, and this innovation to increase sales, needs no enlargement to the go-ahead, after-the-business grocer.

Store in Red Deer, Alberta, Calls on "Catalogue House Buyers" to Send in Items From Mail Order Catalogues and They Will Duplicate Them—A Ready Response That Helps Out Cash Business

efforts of those who start out by admitting that the mail order houses can undersell the local merchants, and try to appeal to the pride or loyalty of residents in their town, village or city, to deal with them in preference to sending for their goods out of town. The main weakness of this appeal lies, of course, in human nature, which influences people to get goods for the lowest possible price consistent with quality, and often even disregards this where a fancied bargain is concerned. There is also the inevitable question as to why the local store cannot sell as cheaply as the big city store, and how much extra profit or how much higher price it is fair for them pay for dealing the mail order

There have been a number of articles published in Canadian Grocer recently containing suggestions from stores that are seeking to meet and overcome the mail order

the illustration which is used on this page that the Lord C o . w e n t straight at the question and asked their people who had received c a t a - logues from the m a i l o r d e r houses to cut the order blanks if they wished, fill them in with the page number of the catalogue, the number of the article therein, the price and other particulars, and they guaranteed to duplicate the goods at the same price and under the same conditions a s the order would be given to the mail order house and filled by them.

They say:
Isn't this a
fair proposi-

They continue: "Our guarantee is the same as the mail order guarantee on the same article. We reserve for our-

(Continued on page 104.)

WE BUILD OUR BUSINESS BY GENUINE SERVICE

MAIL CATALOGUE BUYER

We Have Something of Special Interest To Say To You

Isn't This A Fair Proposition? Read!

We will sell you goods at the same money that you can buy them from catalogue houses.

We said the same money—We mean what we say.

Here is our proposition—Make out your order from any catalogue, using catalogue prices, send the order to this store, including a check or money order for the amount, or if you prefer, bring in your Butter and Eggs—something you cannot do with the mail order house, and we will fill this order at the catalogue house price—plus freight or carriage charges.

Our Guarantee is the same as the mail-order guarantee on the same article. We reserve for ourselves the same rights as are reserved in the catalogue by the mail-order firm. We want this proposition to be perfectly plain to you.

FIRST—You are here in Red Deer. So are we.

SECOND—The goods are probably in our store, or may be in Winnipeg, Toronto, Montreal or the factories.

THIRD—We are to give you the Service! the Quality, too. Price you get from the mail-order house.

FOURTH—You are to give us Cash with Order, the same as you do the mail-order house, and time enough to fill the order, the same as you do the catalogue house, except for goods by parcel post or express.

You save stamps and money order fee and you can pay in Butter, Eggs, or Produce, providing payment is made at time of placing the order.

(Cut this order blank out and let us be your catalogue house)

The W. E. Lord Co., Ltd.

Red Deer, Alberta

Enclosed please find cheque or money order for \$ _____ for which please supply order below.

Name _____ Post Office _____

Ship to R. R. Station _____ Ship by freight, express, parcel post _____

Taken from Catalogue No. _____ Issued by _____

Page No.	Cat. Lot No.	Name of Article	Size, Color, Etc.	Price	Total

Keep this order blank in your mail order catalogue and use it next time you are going to send away.

If We Haven't Got It—We'll Get It.

This new Department is at your service now—We call it our Special Order Department. This should instantly appeal to every mail-order patron for many miles around and it will keep many dollars right at home where they should be. Spend every cent you care at home, when it costs you no more. We are here helping to build up your town, paying taxes etc., to build it up—SO ARE YOU MR. CATALOGUE BUYER. So why should you spend your money out of town, and it way to a firm that pays no taxes here. Did you ever stop to think. "Why is a dollar spent out of town like an hour of your life?" The answer is: "Because you can't get it back once it is gone." Just try this—Take a corner out of a dollar bill—spend it at home and sooner or later you will get it back.

Under our new plan, we will positively guarantee you quicker service and in many cases will be able to fill your order at once from our stock. Our returns will come in increased business, and being able to get lower express or freight rates on larger bulk shipments.

This store has no knock to make on the catalogue house. We do not believe in playing the game that way. But we do believe it's up to you Catalogue Buyers to spend your money in your town, especially when it costs less than catalogue prices. Let's see how many of you are loyal town citizens on our new plan.

We Appreciate Your Patronage

This Is Truly A Specialty Store

Featuring Shoes for every member of the family. Men's Furnishings and Men's Clothing, Children's Outfitting, Staple and Fancy Dry Goods, Smallwares and Notions, Corsets and Whitewear, Ladies' Suits, Coats, Dresses, Skirts, Blouses, Raincoats, Kimonos, etc. Girls' Dresses and other garments, Millinery to suit every age and occasion. Groceries, Flour, Cereals, Seeds, etc.

While we always make our prices well within the closest, reasonable margin

Quality Is The First Consideration

Combining Good Quality with Reasonable Prices tempered with Genuine Service is the foundation of this business, a store which is always anxious to serve you to mutual advantage. We are always pleased to procure for our Mail order customers any lines which we do not carry regularly in our stock.

THE W. E. LORD COMPANY, LIMITED

Copy of first ad. announcing new anti-mail-order scheme.

Fixtures That Help Sell Goods

Bin Receptacles Save Time of One Clerk and Keep the Goods Handy for Those Behind the Counter—Store of J. Nott & Son, Dunnville, Ont.—Contains Much Equipment of Value—How Fresh Fruit Sales Have Been Built Up

By a Staff Correspondent.



View of the interior of the J. Nott & Son store in Dunnville, Ont. Note the pivoted bins at back of counter, computing scale, etc. A fine store for a small town.

SALESMANSHIP backed up by handsome display counters and a lot of other modern equipment are among the chief methods adopted by J. Nott & Son, grocers of Dunnville, Ont. The equipment, or a considerable part of it, can be seen in the accompanying illustration. In addition to the display bins, J. Nott & Son have computing scales, a coffee mill, an account register, a glass-front refrigerator, cash register, biscuit case, vegetable bins, meat slicer, self-measuring oil pump and self-measuring pumps for both vinegar and molasses. This formidable array of fixtures cannot help but mean much to the boosting of sales in the Nott store.

Save a Clerk's Time

"In the first place," stated Mr. Nott, Jr., who is a bright young salesman, "our counters and bins are the means of saving us the expense of an extra clerk. There are 63 receptacles either under the counter, or behind it at the base of the shelving, in which articles frequently called for are stored. That means when we get an order for any of

these articles they are right at our elbow and it necessitates but a short amount of time to put them up. Formerly we could only keep a few of these under the counter in barrels and boxes, so that we were continually running to the warehouse every once in a while to fill orders for any of the other lines. You can easily see why it is, therefore, that we save so much time by having these counters and display bins right at our hand.

Self-Measuring Pumps Valuable

"Another piece of equipment we would not care to be without is the self-measuring oil pump. This eliminates all the former dirt, fuss and worry we used to have in filling an oil can from the original barrel. The tank, which is placed in the basement, contains 100 gallons of oil, and as you see, the pump is handily located in the warehouse just inside the warehouse door. This has certainly saved us a lot of time, and is a great help. The same applies to the self-measuring pump for the vinegar and molasses."

The latter two pumps mentioned are also located in the warehouse, which is

also kept bright, clean and orderly. These self-measuring pumps certainly cut out a great deal of time in serving customers.

Mr. Nott has similar praise for the Account Register. It means when the store closes at 6 o'clock all books are closed up to date. The biscuit case, too, which is located on the right-hand side, inside the main entrance, has also proved itself a splendid seller. "People, you know, usually purchase more of what they see than of what they don't see, so that it is up to us grocers to show them everything we can in an as appetizing way as we can." The refrigerator in the Nott store is also worthy of special mention. Most of the front is glass, through which shows both the ice and the goods. Butter and eggs and sensitive fruit such as watermelon and at times berries, etc., are kept here.

Fruit Sold Ahead of Receipts

Of late years Nott & Son have been going in more for fresh fruits and vegetables than they used to.

"A couple of years ago," stated Mr.

Nott, Jr., "I took a trip through the fruit districts and was so impressed with what I saw that I bought a few baskets of sweet cherries which were particularly fine looking fruit and sent them home. The cherries happened to arrive before I got back, and the store staff had them all sold before they even knew what the price was to be. That showed me that our customers were anxious to get the very best fruit they possibly could, and I have continued to make it my best endeavors to supply them with only that kind. Our cherry business this year ran upwards of 200 baskets. Then I started in other fruits, such as strawberries, raspberries, peaches, etc., and in one week this year we disposed of no less than 100 crates of strawberries. This averaged us about 60c profit on a crate. We had no difficulty in selling our berries because we assured our customers that they would be of the very highest quality; and, in fact, they were nearly all sold before we got them. This has been our method in ordering fresh fruit and we find it is a great preventative to over-buying. In fruit, you know, a great deal of loss is caused by having too much stuff on hand for the demand, for anything that goes bad on you is a dead loss."

Selling Bananas and Oranges

The Nott store, too, makes a profit on bananas. It is well known that many grocers do not. In this store an endeavor is always made to dispose of bananas as soon as possible, and one of the chief methods in doing this is to always show on the counter a few "hands" cut off from the stock. This draws the attention of every customer to bananas. Oranges are always left wrapped in the tissue paper in the crate until they are sold, with the exception of a few on the top. The paper is taken off these to show them. In summer bananas are purchased green, and allowed to ripen in the basement, but in winter they are purchased ripe, ready for sale. It should be remembered that bananas are very susceptible to the cold. A draft of cold air on a bunch of bananas in their ripening period will put an effective stop to any further ripening. This is why they are bought ripe during the cold season.

As intimated above, salesmanship is given special attention in this store. There are always to be seen a number of dainty goods on the counter where people can handle them as they wish and ask questions about them. Nott & Son find little difficulty in introducing new lines in this way. For instance, during the past summer they handled Tuna fish for the first time and by explaining its merits to a few customers at the first they have been able to create a large demand for this article. Occas-

ionally, too, such lines as toilet soap are shown in dainty little displays on the counter, and these always dispose of a considerable quantity.

Eliminating Waste Motion

The Nott store backs on to the canal and the front on one of the main streets in Dunnville. A roadway runs alongside the canal and makes it very easy for goods to be brought into the store and also for customers' goods to be sent out. There is also a cellar opening at the rear for getting potatoes, etc., into the basement with the least difficulty.

The reader will readily see that great attention has been given here to the elimination of waste motion and to the rapid serving of the greatest number of customers in the least possible time.



A PLAN FOR BEATING MAIL ORDER HOUSES

((Continued from page 102.))

selves the same rights that are reserved in the catalogue of the mail order firm. We want this proposition to be perfectly plain to you."

Then they give conditions under the headings, first, second, third and fourth, that should appeal directly to the buyers. If they haven't got the goods they say they'll get them. They call this new departure a Special Order Department.

The second advertisement continued the use of the blank order form shown in the first and had another talk a little different, but along the same line, ending up with, "It pays to pay cash at Lord's."

The third advertisement started off with a big display line, "It pays to pay cash." Then certain goods were mentioned with the prices and in the centre of the advertisement, "Notice to Catalogue Buyers," the proposition being set forth much as before and the blank order form being used again just as prominently.

Plan Has Succeeded

What has been the effect of this? The MacLean Publishing Co. wrote this firm and the last week in September received the reply as given below, which is a pretty good proof that their plan has succeeded. Note that the majority of the orders they receive are written out on order forms of the catalogues from which the selections are made, indicating that in nearly every case these orders would have gone to the mail order houses instead of to the local store. Note also that even in special lines, lines that are reduced and that the usual stores say they cannot meet, this company claim that the business is "not unprofitable." The letter reads as follows:

MacLean Publishing Co.,
Toronto, Ont.

Dear Sir:

Replying to your inquiry of the 15th: we are quite well pleased with the results derived directly from the advertising to which your refer, samples of which are enclosed.

This copy was specially prepared to appeal to a certain class. A number of orders are received on our form, but the majority are on the order forms of the catalogues from which the selections are made.

We have no difficulty in completing the orders to the entire satisfaction of the customers, the best evidence of which is that orders continue regularly from the same people and new customers are added through their recommendations.

Occasionally we have to meet a "Leader," but our records show this section of the business is not unprofitable.

Since January 1st, 1911, this store has given no credit. We have demonstrated that "It Pays to Pay Cash," a slogan which is now as quickly recognized as the firm name, and I believe there is no better service you can do the trade than to "Preach the Gospel of the Cash System" in every issue of your trade papers. In fact, I have thought of making this suggestion to you before, but am not seeking publicity.

Conditions are very good in this province and we anticipate a splendid Fall business.

Yours respectfully,
W. E. LORD.

Red Deer, Alberta,
Sept. 24th, 1915.



MONEY WELL SPENT

MacLean Publishing Co.

Dear Sirs:—Please find enclosed \$2.00, my subscription to your CANADIAN GROCER. This is money well spent.

I am managing a general store here for Spanish Mills Co., and would like to have a sample copy of the following from you:

Hardware and Metal,
Men's Wear Review,
Dry Goods Review.

If I find them of use to me, I will subscribe for same. Thanking you in advance for same, I am,

Yours truly,
D'ARCY ELLIS.
Cutler, Ont., Oct. 8, 1915.



We have it on the word of no less an authority than Huxley that life is an affair in which the prizes go to those who study the game.

How Other Grocers Do Things



Growth of Business Illustrated in Window

TO illustrate the growth of their business since their establishment, McKinnon's, Limited, Weyburn, Sask., recently presented a somewhat unique window display.

The display consisted of a scale model of the first store occupied by Mr. McKinnon in the early days of Weyburn, side by side with a model of the present handsome store.

The former shows a small frame two-storey building with access to the upper floor by an outside staircase. The original of this building stood on the site now occupied by the old McKinnon block opposite the Waverley Hotel.

The display, which aroused much interest among passers-by, was the work of N. Holly and R. Sharp of the firm's staff.

Handling C.O.D. Orders

E. J. QUINN, Westmount, Que., has an interesting way of handling his C. O. D. orders. His slips are in two parts, a large one and a small one. The larger portion bears the number of goods and the amount, name of customer, and space for her signature. The smaller portion is retained by the driver;

This illustrates one type of C.O.D. form for delivering parcels.

it bears the number of packages, name of customer, the amount, and space for signature of driver. In case the customer or the driver has no change, the goods are left, and the signature of the customer secured. In that case the driver returns next day for the money. When the account is paid, the driver files the smaller part of the slip.

Featuring Cigars and Tobaccos

W. M. LEITH, a grocer in Caledonia, Ont., does a large trade in tobacco, cigars, cigarettes, pipes, etc. On entering the store, which is located on a corner, one has to face the cigar and tobacco department. There is a big showcase for cut tobaccos and pipes, while cigars and cigarettes are displayed on top of another showcase and inside it.

"I've had nearly forty different kinds of tobacco in this store at one time," stated Mr. Leith to the representative of Canadian Grocer. "A few years ago we used to sell more than we do now, for the reason that the trade has been divided up considerably, but nevertheless we do a splendid business yet. We were one of the first stores to stock cigars and tobaccos, and naturally we got an early reputation."

The two silent salesmen in this store are always kept attractive and inviting. One of them contains pipes and matches, cigarettes, pipe cleaners, pouches, etc.; while the other is used for cigars and cut tobacco. On the bottom of the shelving behind the salesmen is kept the plug tobacco, in which a large trade is done with the farmers. Mr. Leith has, too, a cent match slot machine on one of the silent salesmen which turns out small cent boxes of matches, in response to the dropping in of a coin.

The large turnover in tobacco and cigars, which is to be found in the Leith store, demonstrates what can be done if some particular attention is paid to this department. Cigars and tobaccos kept at the rear of the store are not going to be called for very frequently. Mr. Leith believes in having them inside the door where the men will not have to walk full length to get at the counter. In fact, passing along the street they can look in through the corner door and see the display. If women were the purchasers of these goods, it might be different. They do not mind sizing up the entire store whenever they come out to do their shopping, but with men going to and from their work, they like to be able to go into a store where they can get their tobacco and cigars in a hurry.

Make it Easy to Order by Mail

IN order to get as much of the English-speaking trade as possible, Dupuis Freres, Montreal, whose store is located in the heart of the French district have begun to mail lists of specials to a city list of 450 homes, with order sheet and envelope for mailing. The only inducement offered outside of their prices and goods is the refund of two cents for postage paid. Orders re-

Reproduction of order form placed in consumers' hands by Dupuis Freres, of Montreal.

ceived in response to this appeal average \$4 each, and have proved satisfactory. The idea will also be tried in the French district. The list of grocery specials sent out is merely a re-print of their ad in one of the city papers, and is supplied by the newspaper at a low rate.

STORE AND HOUSEHOLD HINTS

You can banish mice with camphor. They will leave any place that is impregnated with its pungent odor.

Camphor has another use. A cloth wet with it will remove white spots from furniture.

"I'm a Merchant"

Method Adopted by a Merchant to Combat Mail Order Competition—Good Pointers for Other Merchants—Advocates Comparison of Prices — Sells "Everything Eaton's Sell and Some Things They Don't."

Written for Canadian Grocer by a Staff Representative

THE location of the village of Lefroy, Ont., situated as it is near Lake Simcoe, makes it a popular place for summer campers. About ten minutes' walk from the depot will bring you to the lake. It is on the shores of this beautiful lake that campers from the cities find relief during the hot summer months. In Lefroy are the usual places of business that are to be found in a small village. The fact that the village is small does not indicate that there are not big things accomplished by some of the inhabitants, as there is at least one man there who does big things and does them in a big way.

This man is a merchant. In fact, he has a sign up on the side of the building telling people that he is a merchant. This sign, which is about twelve feet long by two and a half feet wide, bears the words: I'M A MERCHANT, in bold black letters.

The sign is readable from the trains, and many a man has had his thoughts turned to the character of the man who would dare to try and define between a merchant and a storekeeper. Curiosity upon the part of a Canadian Grocer representative took him to this store to find out a little more of the merchant in question. After assuring Mr. Kirkpatrick—which happens to be the name of this merchant—that I was not trying to sell goods, I approached him about the sign on his building, and asked him if he had any objection to giving me the origin of the sign.

"Well," said Mr. Kirkpatrick, "some people have laughed at me and other people have questioned my sanity, since that sign was erected. But do you know that that sign has given me a wonderful amount of publicity in this section of the country. Apart from the publicity that I have derived, I have received direct business as a result of the sign. The people alighting from the train to go to the cottages at the lake see that sign immediately, and, therefore, know that I am here to sell goods. These are the people who are affected

most by the sign, as the people who have been living in this part of the country for the last ten or fifteen years know who I am and what I am here for.

"I know it seems odd," he went on, "but it is the unusual things that count these days."

I asked Mr. Kirkpatrick if there were any other reason why the sign was worded in that way, whereat he gave the following explanation:

"Some years ago I thought I would like to become a merchant, and as I did not have the cash to start in a big way, I resolved to start very humbly and try and work myself up. I was working in the village at the time, and I had a small place of my own, which I improved by building shelves, etc. I sent an order away to a well known confectionery firm for my first supplies, which consisted of candies, biscuits, nuts, etc. I paid for these in cash, and I began to realize that I was on a fair way to become a merchant.

"But my hopes were not long lived, for in a few days I got a letter from the manufacturers who had sold me the goods, stating they had received a complaint from the other merchant (who was here at that time) that as I was not a merchant it was not fair to sell me goods at the same prices as he obtained the goods for. I immediately wrote back to this firm, and told them my definition of a merchant, something to this effect:

"I may not be very wealthy and my store may not be modern, but if I purchase a sack of peanuts and sell them out in 5-cent bags, I contend that I am a merchant in the true sense of the word. Possibly not a big merchant, but nevertheless I'M A MERCHANT."

"Needless to say," he continued, "I have never had any objection from that firm since that time, and I have done a considerable amount of business with them. This first experience as a merchant made me feel that I would like to let every one know that I was a merchant, and I made up my mind that the first sign to go on my premises would be a sign as you see it on the building now. From my humble start I have accumulated stock which is now representative of any good general store, and I intend in the near future to make alterations which will make room for increased stocks."

"Have you any other method of advertising your business among the people of this community in addition to the sign on your building?" I asked.

Mr. Kirkpatrick produced a number of handbills, a sample of which is shown in the illustration, and said:

"That is the way I put my name before the public, and it does it very effectively." Using the illustration as an example, I noticed that the introductions or headings were all timely and well written, but there was one statement

that appeared rather bold at first glance—"I sell everything that Eaton's sell and some things that they don't."

The first impression would make you look around the store for the comparison, but it is not there.

Being rather surprised at this statement, I ventured: "How do you get by with that statement?"

"Well," he replied, "it does not signify very much after all, for the things that I sell that Eaton's do not sell are tobacco, coal oil and matches; and as for selling everything that Eaton's sell, well, let anyone show me the cash and I will deliver the goods. It



A view of the store of A. Kirkpatrick, Lefroy, Ont. Full details are to be found in the accompanying article. Notice the automatic gasoline filling station.

quote cash prices on produce or grain over the telephone. I like my competitors to hear the prices on my goods because I realize that it is the life of the business. But when it comes to quoting cash prices for produce I do not do it only on the day they wish to sell.

"The reason for this is that messages on party lines such as we have in the country places are very often relayed by subscribers, and while there is nothing to hide in giving a price over the telephone I would rather see the enquirers come to the store with the produce and then I know what to do as regards the quality. I pay cash for all butter, eggs, grain, etc., and the farmers are at liberty to buy goods wherever they may choose.

a few miles further to get an extra two or three cents a bushel on grain.

"When I pay them for the grain they immediately turn around and pay me back my own coin in exchange for hardware, groceries, dry goods, etc. To offset all the disadvantages of owning an elevator in connection with a general business there is one big advantage in that the farmers are always anxious to sell grain as soon as possible after it is threshed, so that they will have ready money to meet their urgent obligations. I find that when I get this grain business I invariably get the settlement of my account against them. This, also, is the time of the year that the farmers and

VALUE OF ACCOUNT REGISTER AND OTHER FIXTURES

"YES, we have an account register," stated Wm. Leith of Caledonia, Ont., in response to a question.

"How do I like it? Fine. It saves us a lot of time. Before the days of the account register it was necessary for us to do a whole lot of bookkeeping, which has since been eliminated. Neither do we have to worry ourselves over getting out monthly accounts. The account register, too, tends to keep down outstanding accounts with those people who are honest and want to settle before their account runs too long. Every time they purchase a bill of goods they see exactly the extent of the amount against them. When this gets up to a certain point, they come in and pay it. Of course, a man giving credit is bound to lose a little occasionally, no matter how careful he is. The usual method of the professional delinquent is to pay up his bills promptly or pay cash for a long time and then suddenly change off and allow the account to run a little longer than usual. It is up to the merchant to watch this class of customer, and if he can do that successfully there will be little money lost during the year."

In the Leith store there is also to be found a cheese cutter in an enclosed case with a small net wiring air-vent. This keeps all the dust and dirt away from the cheese and at the same time allows a free circulation of air. He also has a large biscuit case near rear of the store, but facing the front, and this is responsible for a great deal of business during the year. A confectionery silent salesman stands just within the door to the right and this also gets considerable trade. On it are shown, among other things, a small revolving fixture with a display of chocolate bars, gum in glass jars and small cases, bottles of grape juice and lemonade, corn syrup in glass jars, handsome bottles of olives, etc.



STRETCHING OUT THE ORDER

By C. H. Neville, Picton, N.S.

In advertising the business my idea is that the best method is to give it the silent push over the counter. The merchant should never let a customer find out what the amount of the order is altogether before totalling up the bill. Suggest this or that and see if they cannot use it. I generally move articles every week so that next time a customer comes in she sees something unnoticed before. Display cards are good attractions. Above all, see that nothing but the best can be purchased for Christmas trade is offered. Second-grade goods should be kept away by themselves and advertised only as second grade.



Elevator operated by A. Kirkpatrick, merchant, Lefroy, Ont.

"In buying the produce at the wholesale market price I am enabled to dispose of it without any loss to myself, and find it more satisfactory than giving them the selling price of such produce in trade. I find it works very satisfactory both to the farmers and myself. The farmers very often spend the big end of the produce money in my store and leave a little for purchases of another nature. The grain elevator (which is reproduced here) is another big factor in bringing business to this small town. I pay cash for grain always, and handle the grain on a small commission, and by handling the grain in this way I find that farmers will travel quite

their wives are thinking of sending to the catalogue houses for their supplies for the fall and winter, and I have cinched many an order by having the elevator in connection with my general store business.

"Other things I sell are coal, lumber, real estate and farms, separators, refrigerators, pianos, sewing machines, in fact I sell everything, and to bear out the definition which I wrote to my first wholesaler, I still contend that I'M A MERCHANT."



People fail because they are not in earnest about wanting to succeed.

Two Christmas Ad. Suggestions

For Your Christmas Baking

FROM many lands there have been gathered together in our store the finest and most tempting ingredients for the Christmas baking. We welcome one and all to inspect these goods. They will bear the closest analysis for we selected them from among only the most choice of samples. Kindly order all goods for holiday baking as early as possible as some of them are going to be short this year. Let us suggest a few of the more important lines:

Seeded and Valencia Raisins—Juicy, luscious fruit brought in for the Christmas trade. Only brands of recognized quality are stocked, and please remember Valentias are exceedingly short this year. Finest seeded sell at .c per pound, and Valentias at .c.

Currants from Patras—We have been fortunate in getting in a supply of currants in spite of the trouble in Greece. Supply is much less than last year, and will not last long. We are selling splendid quality at .c the pound.

Almonds, Walnuts and Filberts—For the Christmas baking every housewife wants only sound, well-flavored nuts. Stale nuts spoil things, so let us show you our splendid selection. Shelled Almonds, .c; Shelled Walnuts, .c, and Filberts, .c per pound.

Peels—All kinds of peel are ready. As peel is an important ingredient of the plum pudding and Christmas cake, great care should be exercised in its selection. Give us an opportunity to show our attractive stock. Prices are .c and .c per pound.

Mince-meat—Just the thing for the Christmas dinner pie. All ready prepared by most reputable manufacturers and will keep nicely in the cellar. Appetizingly spiced and scientifically made from finest fruits. Per jar, .c.

Plum Puddings—Made from the choicest fruits, best flour, carefully selected suet and other baking materials. If you do not care to go to the trouble of making your own Plum Pudding, we can recommend this highly. Per pound, .c.

Extracts—There are some cheap compound extracts on the market, but we would urge you to buy the PURE article for your Christmas baking. It will pay you in the end, as less will be required, and the flavor better. Ours are absolutely pure.

Canned Vegetables—Introduce one or more vegetables on the dinner table. Vegetables are a healthy and wholesome food, and more of them should be eaten. Fine tomatoes, .c; corn, .c; peas, .c; asparagus, .c, and beets, .c per tin—all guaranteed.



Thos. Brown & Co. 75 John St.
Phone 234



Christmas Table Dainties

THE biggest holiday season of the year will soon be here. Friends from a distance will be visiting you and neighbors and home-town friends will be calling. You will require various appetizing Christmas dainties for these occasions; we have anticipated your requirements and have secured from many sources a large variety of these attractive, tasty goods. Drop into the store and look them over—all popular lines that make the mouth water to see them. Here we describe just a few of them:

Glace Fruit—A delicious confection embodying the flavor of many fruits. Pound box, .c.

Dainty Boxes of Candy—In selecting candies as a gift to a friend you can never go astray. Many assortments from .c per box to .c.

Salted Almonds—What more appetizing after-dinner dainty? These almonds are of fine flavor and large. Per lb., .c.

Walnuts in the Shell—Do we eat enough nuts? Some say not. Nuts constitute a splendid food, and walnuts especially. Per lb., .c.

Brazil Nuts—We have a very fine selection this year—large, meaty and of good quality, per lb., .c.

Fancy Filberts—Everyone enjoys that rich, nutty flavor of the genuine filbert. Extra large and handsome. Per lb., .c.

Crystallized Ginger—Here is an appetizing dessert which is rapidly becoming more popular. Per box, .c.

Fancy Crackers—Nothing delights the children more than the Christmas cracker. Let them have plenty. Per dozen, .c.

Fancy Stuffed Dates—This is another delicious confection—dates stuffed with nuts. Per lb., .c.

Almeria White Grapes—Choice clusters of genuine Almeria grapes of fine quality. Per lb., .c.

Tangerines—These "kid glove" oranges are another favorite Christmas fruit. Per doz., .c.

Maraschino Cherries—A tempting delicacy—each cherry plump and perfect with the real Maraschino flavor. Per bottle, .c and .c.

Cluster Table Raisins—Get the habit of eating lots of raisins. They are good for the system. Per lb., .c.

These are only a few suggestions from our splendid Christmas assortment of dainty lines. See our window, or come into the store and we shall be glad to show you others. Use the 'phone if you wish—all 'phone orders carefully attended to.

R. E. Tailer 44 Main St.
Phone 717

Christmas Gifts for the Poor

A CHRISTMAS GIFT



There is no present as acceptable and useful, and at the same time will convey the good cheer to the recipient as a Fancy Basket of Fruit and Delicacies or a Hamper of Provisions.



A Basketfull

Of good substantial food and the addition of some luxuries for the "Mother of the boy at the Front."

2 Soup Tablets.....	10c
Makes 8 portions	
1 bag Flour.....	30c
1/2 pk. Potatoes.....	8c
1 Cream Biscuits.....	10c
1/2 doz. Oranges.....	15c
Mixed Nuts.....	10c
1 lb. Butter.....	30c
2 lb. Rice.....	10c
1 pkg. Raisins.....	13c
1 lb. Currants.....	10c
1 lb. Candy.....	15c
	1.61

1.50

1 lb. Fancy English Biscuits.....	20c
1/2 lb. Tea, black.....	15c
Sugar.....	25c
1 Sponge Cake Mixture.....	15c
Heinz Pickles.....	10c
1 lb. Raisins.....	10c
1 lb. Currants.....	10c
Fancy Box of Cheese.....	25c
Peanut Butter & Jelly.....	1.30

1.25



A Fancy Basket of Delicious Fruit and Delicacies for a Friend.

Green Grapes Sweet Oranges

Ripe Grape Fruit Table Raisins

Box of Bon Bons Pulled Figs

Bottle Unfermented Wine

ANY ASSORTMENT

You desire put up in most artistic taste. At prices ranging from 75c to \$5.00.

Choice Baskets run about \$1.50 to \$2.25.

A Xmas Hamper

One box of choice goods for the family not in a position to obtain more than the actual plain necessities of life, and there are many in the city.

Bag Flour.....	25c
1 lb. Essifirst Lard.....	15c
1 lb. Mince-meat.....	10c
1 Can. Vegt. Soup.....	15c
Oranges.....	10c
Apples.....	10c
1 lb. Biscuits.....	10c
Candy.....	10c
	1.05

1.00

1 Can Soup.....	15c
1 Chicken.....	50c
1 Poultry Spice.....	10c
1 Can Tomatoes.....	10c
Yellow Turnips.....	5c
Potatoes.....	10c
Macaroni.....	7c
Biscuits.....	10c
1 Tin Baked Beans.....	10c
Sweet Oranges.....	10c
Apples.....	10c
Mixed Nuts.....	10c
1 English Desert.....	15c
1 Glass Pure Jam.....	15c
	1.87

1.75

Such Xmas Baskets as the above are a few of the many styles we put up. We pack and deliver to any address in the City. Your greeting sent with basket unless otherwise directed.

Do not leave until the last minute to order, as the Basket should be in the hands of recipients in time to prepare.

SHOP EARLY FOR XMAS GIFTS

'Phone
Nine Hundred

E. F. MASON
GROCER

429
George Street

This advertisement illustrates splendid idea for getting after a new line of Christmas trade. Used last year by a Peterborough, Ont., grocer.

IDEAS for increasing sales of Christmas goods are what every dealer is anxious to lay his hands on just now. The accompanying advertisement illustrates one splendid method. This advertisement was run last year prior to Christmas in the newspapers in Peterboro, Ont., where E. F. Mason is a large grocer. Christmas time is of course a time of Christmas gifts. Any advertisement which suggests a gift is read with zest by every one. Moreover a great many people remember the poor at this festive season of the year. This is what Mr. Mason had in mind when he ran this advertisement. He has published four different specific suggestions of Christmas gifts for those who might not be able to buy for themselves baking materials and necessities for the Christmas dinner.

Note the splendid introduction to this advertisement: "There is no present as acceptable and useful, and which at the same time will convey the good cheer to the recipient as the fancy basket of fruits and delicacies or a hamper of provisions." Then follow the suggestions.

This idea of grouping various articles and selling them at one price is a splendid one and could be readily used by many more grocers.

The suggestion tendered by the central portion of the advertisement makes the ad. not only attractive, but it presents a further suggestion. The cut of the dish of fruit is very appropriate. Of course this advertisement was very much larger than the accompanying cut. In fact it covered a space 10 inches by 9 inches in dimension, and could not therefore be overlooked on any newspaper page.

Note also the follow up at the bottom of the advertisement, reading: "Such Xmas baskets as the above are a few of the many styles we put up. We pack and deliver to any address in the city. Your greetings sent with basket unless otherwise directed." This sort of suggestion helps to clinch the sale which the listed goods above had already practically made.

Then there is the admonition: "Do not leave until the last minute to order, as the basket should be in the hands of recipients in time to prepare. Shop early for Christmas gifts."

This is also a timely suggestion, and had the effect of producing results immediately.

The fact that the Mason store sold a great many baskets and hampers of Christmas goods as gifts for the poor is sufficient evidence that this idea is a paying one.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 10

IN lesson No. 9 which appeared in this paper, I demonstrated how to use shading on square faced letters. I did so because the style of shading featured in lesson No. 9 was easier made, and better for the beginner, than the spurred Roman shown in the accompanying Chart No. 10, and described fully in this lesson. In this lesson I will also take up border ruling and corner designs, and also the mixing of shades.

The formation of the Roman alphabet and numerals was gone into and thoroughly explained in lessons 7 and 8 published in previous editions of this paper and by this time you should, if you have been diligent in practice, have no difficulty in making complete show cards with this style of type. The shading on this formation, being more difficult than in lesson No. 9, you should make an extra effort to master it.

There is one thing which should be impressed very thoroughly upon the beginner and that is the all importance of this branch of the show card work. Shading has been in vogue ever since show card writing has been recognized as a trade by itself, and is still just as necessary to

know. There is no way that the plainness can be taken off a show card quicker than by the use of a shade. By its use a plain black and white card can be made to attract the prospective customer, when the plain card would be passed unnoticed. It has the effect of making the black letter stand in relief from the white background.

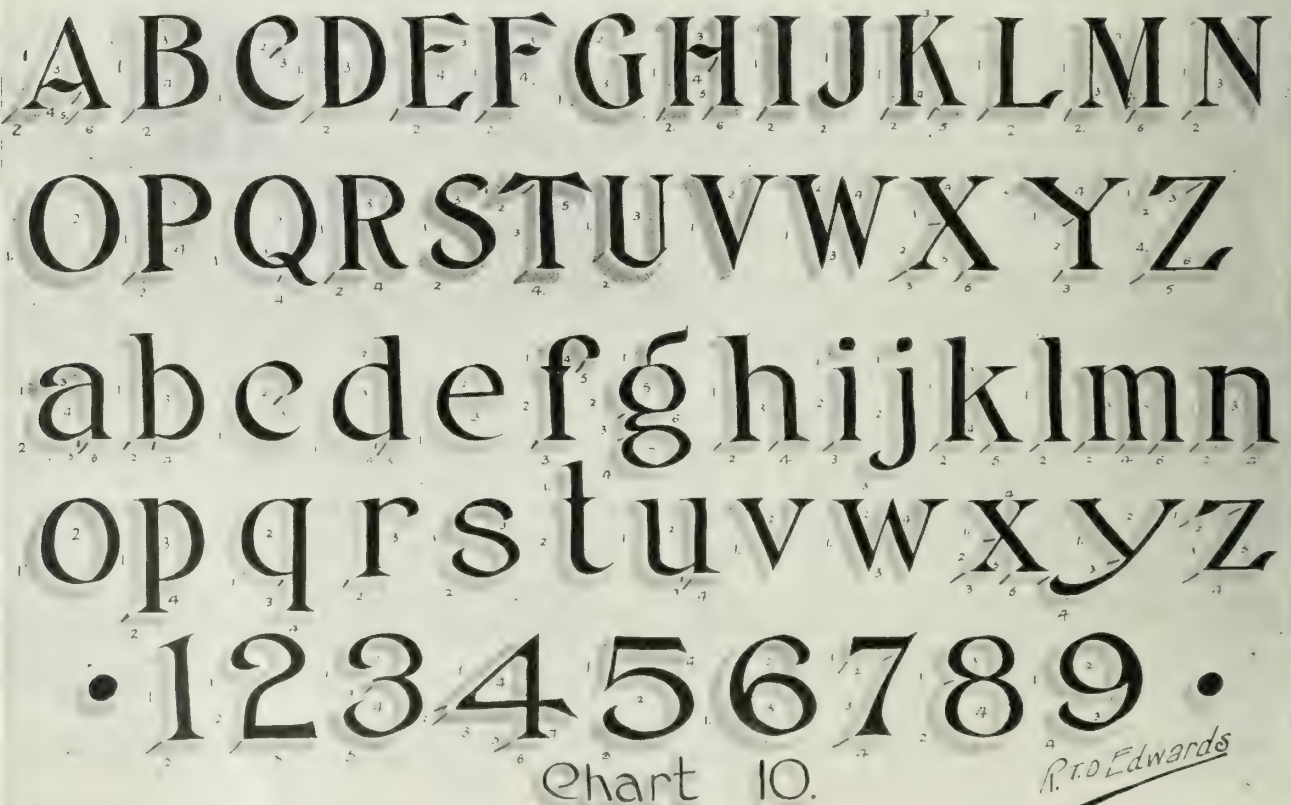
THE CHART—UPPER CASE

The shadow on the letter "A" is composed of five complete strokes. Stroke 3 will be found to be the most difficult one. At the finish of this stroke it is necessary to turn the handle of the brush to the left in order to get it to meet the cross bar of the letter squarely.

B's shadow is made with four strokes of the brush.

Curve strokes 3 and 4 are made with the same movement. Shade stroke 1 of C is found on many other letters and needs much practice. This must be made quickly to get a smooth stroke.

Shade stroke 1 of "D" is made more frequently than any other stroke. Note how often it appears through the chart. This should be made often until perfected.



The shade necessary for the "E" and "F" is composed of four strokes for each letter. Stroke 4 is a small one but must be kept parallel with the centre stroke of the letter.

It is absolutely imperative not to allow the shade to touch the letter. The curve finish of stroke 2 of G is made by lifting the brush while turning the curve.

The letter "H" is composed of six shade strokes. Stroke 4 is similar to those on "E" and "F."

The finish of the shade stroke 1 of the letter "J" is made by turning the brush to the left and finishing the stroke off square.

Shade stroke 3 of K you will find the most difficult on this letter. It is necessary to turn the brush to the left, and when lifting it turn downwards to get into the angle of the letter.

The shade of the letter "L" is quite simple as compared with some of the other letters. However, much practice is needed in these strokes especially No. 2.

The letters "M" and "N" are difficult letters to shade. It is the angles on the ends of strokes 3, 4 and 5 which cause the beginner much trouble. On stroke 4 the brush must be drawn down with the full width until the narrow part is reached. The angles are filled in by turning the right hand side of the brush downward. Strokes 3 and 5 start off with a fine stroke and are made the reverse of stroke 4.

The letter "O" shade is simply two quick curved strokes.

The pointed effect of shade stroke 4 of "P" is made by lifting the lower side of the brush first.

Stroke 2 of "Q" unlike that of "O" must be finished square.

Shade strokes 4 of "R" and 1 of "S" need a great deal of attention.

Stroke 2 of "T" is narrower than the rest of this letter. It is made with the side of the brush.

The letter "U" has three shade strokes and they all need much practice.

The "V" and "W" shadows are much the same as those of "M" and "N." The same principle that applies to the latter should be used for the former.

Shade stroke 1 and 5 of "X" should appear as one continuous stroke, as should 4 and 2 of the same letter.

Stroke 4 of the letters "X" and "Y" are to be made the same as stroke 3 of "K."

The peculiar formation of "Z" makes its shading difficult. This letter needs much attention.

Lower Case.

If you accomplish the shading on the upper case lettering before attempting the lower case work the latter will be easier.

All six strokes of "A" require a lot of practice as do the four strokes of the letter "B."

Strokes 2 and 3 of letter "C" can be made with one stroke of the brush, with practice.

The shade stroke 3 of "D" needs a lot of attention in order to get the curved beginning correctly.

All the shade strokes of "E" have appeared in previous shadows and should now be made easily.

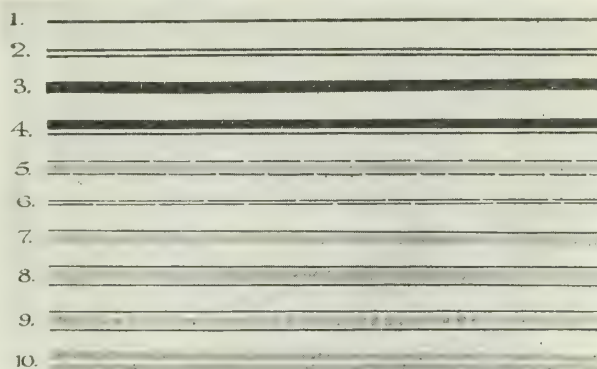
Stroke 4 of "F" should be made many times in order to get the right curve.

"G." The shadow on this letter is all curves. Hours of practice on these alone is not too much. Stroke 3 of the shadow of "H" is often made in two strokes, but for the purpose of getting speed in the work it is best to make it without having to lift the brush.

The shadow on the dots of "I" and "J" may seem small but need to be made correctly.

The shade on the lower case "K" is the same as that on the upper case.

The shade stroke 3 and 5 of "M" and 3 of "N" are made the same as stroke 3 of "H." Just one stroke of the brush.



Plain and Fancy Border and Corner Designs Made with Pen and Brush—

Fig. 2.

Chart showing various styles of borders and corner pieces

The "O" and "P" shadow is the same foundation as the upper case letter.

Shade stroke 2 of "Q" is of similar formation to that of 3 of the lower case "D."

Stroke 3 of "R" is one that needs frequent practice.

The shade of the "S" is the same as the upper case.

Stroke 2 of letter "T," and 1 of letter "U," are both the same and it is quite important to have them made gracefully. Practice these often.

The V, W, X and Z shadings are all the same as the upper case lettering but don't be afraid to practise them again.

Stroke 4 of the "Y" is the only one in the alphabet, and for this reason it needs a lot of hard practice.

All the lines composed in the shading the figures are used in some way or other in shading the letter so they do not need to be gone into separately. It is enough to say that each time you practise a stroke, no matter how often you have done it before, will do you the world of good both for shading and letter formation because the majority of strokes go hand in hand.

How to Keep Brushes.

It is impossible to make this class of shading unless you keep the brush flat pointed at all times. There should be no going over the work two or three times. Every stroke should be made with one sweep of the brush.

Shade Mixing

I will name a few shades which are used extensively for shading purposes. These added with the greys taken up in lesson No. 9 will give you a good assortment for some time to come.

Pale green is mixed by putting a small portion from your regular green colors into about 8 or 10 times as much

white. Mix thoroughly and add either pigments until desired shade is reached. Pale green has always been a favorite for shading or line ruling.



Finished card with shading. This is a sample of show card that will help sell goods around Christmas time.

Pale Blue is mixed similar to the green except that the blue is used to color the white. If ultramarine blue is used care must be taken not to add too much as this color is very strong.

Flesh shade is made by mixing a small quantity of yellow and red into a larger quantity of white.

A mixture of a small quantity of yellow in white makes a cream that can be used for lettering or ruling on dark cardboard.

When brown tones are used on a card, a shade mixed from small quantities of red, yellow or black mixed in white. Use white until a light shade of brown is produced.

To get a violet shade mix a small portion of blue and red in a much larger quantity of white. This is an excellent shade for ruling and scrolling on white card.

Mix all these shades thoroughly. A small quantity of each shade should be made and kept moist and covered in a small screw top jar.

Border Ruling

Among the many branches of show card work, ruling borders both plain and fancy is one of great importance.

You must learn to do this work quickly and accurately.

Use a ruler about 24 inches in length. It must be absolutely straight. There is a heavy one in use with a heavy brass edge riveted on that is an exceptionally good one for cardwriting purposes. Always mark out the border first with pencil.

When making the border with pen or brush use the edge of the ruler that does not rest on the card. Both sides can be used by turning the ruler over. A smudge is almost sure to result if you attempt to border with the side of the ruler that rests flat upon the surface of the card.

Various Styles of Borders

Border No. 1 is made with a stub pen. This is the most used of all borders. No. 2, is double pen border. It is absolutely necessary that the lines run parallel.

No. 3 is made with a No. 6 red sable writer brush. No. 4 is a combination of the pen and brush. No. 5 shows a grey centre with a broken pen line on either side of it. This style is quickly made and is quite effective. Any color can be used for the centre.

No. 6 shows the double broken pen line border.

No. 7 is a pen and brush combination. No. 8 has the pen border on both sides of the shade line.

No. 9 shows a broken centre brush line with the straight pen line on both sides. No. 10 is the double brush line.

Below the border designs are corner pieces which can be used with the borders, as the accompanying card illustrates.

Corner piece No. 11 is made entirely with the pen. The conventional corner design is simply outlined and filled in. This can be used with border No. 2.

No. 12 is even simpler than No. 11. It is also made with the pen and can be used with border No. 2. No. 13 is a little more difficult and must be done more carefully. Similar designs to this were used in the old school drawing books. No. 15 and 16 shows pen corner pieces which can be used with No. 2 border and which are quite simple to execute.

No. 17 is also quite simple to make. It is just as quickly made with a wavy stroke across the corner to join up the two ends of the border lines.

Nos. 14 and 18 show a little more difficult part of the work, but with care can be made accurately. No. 14 can be used in conjunction with border No. 5 and No. 18 with border No. 8.

Other branches of show card writing will be taken up in Lesson No. 11 to appear later in this paper.

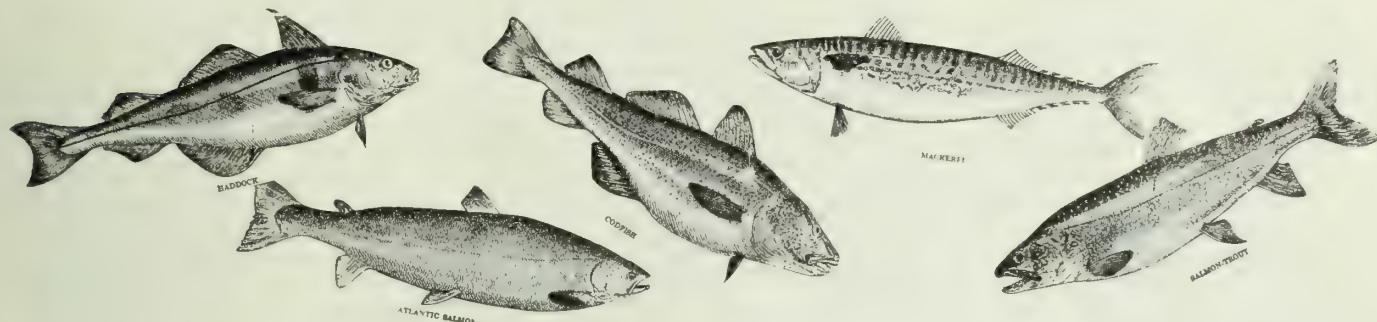
WHAT IS FAIR COMPETITION?

The Honorable Nathan B. Williams, of Washington, D.C., gives the definition of what unfair competition is in the following concise manner: Fair competition in business is that which obtains in the daily endeavor of the business man to succeed by the peaceful and honest use of his skill and industry, to the development of his business without taking or endeavoring to take any undue or secret advantage over competitors. Any method which seeks to accomplish this end which both the law and good conscience makes unlawful is an unfair method of competition, or in other words, the law is violated WHEN ANY ONE SELLS OR ATTEMPTS TO SELL HIS GOODS REPRESENTING THEM TO BE SOMETHING WHICH THEY ARE NOT.

Money in Selling Fish

Some Valuable Suggestions Tendered to Those Who Desire to Extend Their Turnover—Fish Can be Made Appealing to the Eye and is Wholesome as Well as Cheap—A Hint for Displaying This Line.

Written for Canadian Grocer by E. A. HUGHES



THERE is a growing tendency among grocers of the Dominion to include in their store a fish department. It was not ever thus. For a long time a great many grocers considered that fish was a distinct and separate article and should be sold in a distinct and separate store from a grocery store. Indeed, this is still the case to some extent but the trend is towards the inclusion of a fish department in grocery stores. There are many reasons why this should be done, and done with a sure advantage to the grocer.

The first reason is that the average woman who is buying groceries would be glad to buy fish at the same store. Run over your list of customers and pick out two or three women customers that you know. Perhaps you don't handle fish in your store? Let us take it as a supposition that you do not. Don't you think that Mrs. Jones or Mrs. Smith or Mrs. Robinson would be glad to buy their fish at the same store in which they buy their other groceries? Isn't it reasonable to suppose the average woman, when she goes out to buy butter and eggs and jams and brushes and so forth, would be glad to save her steps by walking a couple of yards down the store and getting fish in a department there, rather than walking across the street and down a couple of blocks to a fish store?

A Department That Pays

Canadian Grocer put this up to a big fish dealer the other day and he agreed.

"That, I think, is the greatest argument for the grocers' handling of a fish department. I was a retail grocer myself at one time and at first I did not sell fish. I was advised to install a fish department and I found that it paid so well that I got out of the grocery business altogether and specialized in fish. I should not have done that if I had not seen the trend of the times. There is no doubt that there is now a distinct ten-

dency to eat more and more fish, and the grocer can corral a lot of the business which comes from the tendency by including a fish department in his store."

There is no doubt at all of the trend towards eating fish. Go into any hotel or restaurant now and compare it with the same hotel or restaurant five years ago. Get in conversation with the manager and ask him how much fish his patrons eat. You will be surprised at the percentage increase. There is, in our time, a distinct leaning towards eating of fish because it is an article that one can get all the year around, in some form or other, and that at fairly reasonable and cheap levels.

There is not the fluctuation in the fish market that there is in other markets, say, for instance, in meats. Fish in winter is pretty nearly the same price as fish in summer. True, it is frozen in winter and fresh in summer, but that does not affect the price. If one follows Canadian Grocer's fish market report he will see that while prices may fluctuate to the extent of 1c or 1/2c in most lines, that is the extent of their vagaries. That is a great reason why people buy so much fish. They know that when they get to the grocery store or the fishmonger, where ever they go to buy it, they will not find the price jumped on them about 4c, but it will be pretty nearly the same, week after week, all the year round.

People are getting away a good deal now from the idea that fish should only be eaten on Friday, and are taking it Monday, Tuesday, Wednesday, Thursday and Saturday as well. Fish is not a dish to be set apart separately for one day in the week. Rather than that it should form an important part in the schedule of menus to be gone through during the week, and it is growingly so in the case of very many families.

It will not take very much in the way

of expense to install a fish department in your store. Of course, you have got to get it going. Probably there will be some little expense attached to that, but soon you will find the department pays for itself. This, at least, is the experience of most men who have tried it, and they ought to know. It is not as if you were setting up a separate store and paying a separate rental. You are only giving up a part of your store to the accommodation of fixtures necessary for fish and paying a man to handle it. Some grocers who have tried the handling of fish claim in a few weeks that it pays for itself. And from then onwards it is distinctly a profit-maker.

A good deal of the success that the grocer is going to get in handling fish is the tempting and dainty display of fish. You want, of course, to have it daintily and appealingly set out. Have a run-way in the window to drain the water from the melted ice, arrange the fish invitingly and ornamentally—oh yes—even fish can be made ornamental—and intersperse a little bit of parsley here and there and green stuff, and you have a mighty good display window. Be very sure that display plays an important part in success. The appeal is very often to the eye and the average housewife coming along to your store will be attracted by some fish she sees there in the window and come right in and buy. the window and come right in and buy it.

Some people would object to handling fish on the ground that it is perishable. So it is, if kept an inordinately long time. But with luck and good management you should dispose of your stock of fish in a few days time at the most. There is, of course, the question of keeping it very clean, as its condition is an important item, but given this, fish will keep a week almost any time of the year. If you were starting in, you obviously wouldn't handle a great lot to begin

with, but you would increase the amount you handle as the trade comes to you. That would mean that you, having grown up from the bottom, as it were, in the way of handling fish, would know exactly how much you could handle and keep clean and nice and make a profit on during the week.

Importance of Variety

There is a further point, and we think it is a very important one, and that is the variety which is offered. Most people who buy fish once a week will not care to have the same fish week after week, and those who buy fish twice a week, will most certainly want variety. Canadian Grocer market lists, quoted in every issue, show you exactly what you can buy in the way of fish. All of it is readily saleable and most of it is not difficult to handle. If you want to come

down to details and you are anxious to begin, why not handle, say, halibut and sea salmon. They are pretty safe lines; they are practically boneless and almost without loss. The salmon trout is good, so is whitefish. Lobster is a mighty good thing to sell, particularly if it is attractively displayed, and other lines of smoked and fresh would suggest themselves when you got going.

And bear in mind, too, in fish, quality is not graded according to price. One can get the best fish for 7c, 8c or 9c or 10c or 11c or 12c, as the market price may be, and have the best fish possible. You don't pay so much for one brand of fish which is poor and so many cents more for another brand which is rather better quality. Fish is uniform in quality and it is not graded according to price.

Supplies Come Regularly

There is one other point and that is that you will have little difficulty in getting supplies. It is true that now and then there is a tightness in the fish market for one particular kind of fish, such as, for instance, when it is a close season, or when overdue boats are not in, but then again, there are always so many lines to be bought that you are never stuck for something to sell.

These are just a few of the reasons why it would pay you to handle a fish department. Look around and you will find the growing trend—as we noted at the beginning of this article—is for the grocer to handle fish in his store. Fish is going to be more and more sold, as is evident by the amount sold every year to retailers. Fish is a money maker! Why don't you get in on it and make more money?

Changing Customers to New Location

Montreal Grocer Moved Half a Dozen Blocks Away, and Retained Bulk of His Clientele, as Well as Securing Others—Taking Care of the Telephone Trade—Importance of Selling the Customers as Good Quality as Across the Counter.

Especially Written for Canadian Grocer

REMOVING a business half a dozen blocks! That's not made a difficult matter in a country town, but in a residential section of Montreal, it is a different matter. Good corner grocery stores, west of Park Avenue, Montreal, and bounded north and south by Sherbrooke Street and Pine Avenue are not by any means as scarce as hen's teeth. It is doubtful if there are in many places in Canada so many really up-to-date corner groceries as are to be found in this rather select section of the metropolis.

Then, to remove a business half a dozen blocks, does not mean only that the stock-in-trade is carted away, and rehabilitated in the shelves of a store on another corner. It means more than that. When a man has spent twelve strenuous years, as did Wilfrid Brouillet, of Montreal, in establishing a paying business, when he moves to another location he naturally desires to take as many of his best customers along with him as possible.

How The Change Was Made.

The above named grocer was faced with this problem last fall. For over a decade he had done business at the corner of Burnside and University Street. An opportunity occurred for him to purchase a store at 176 Milton Street. First, he laid a foundation for the new business by running both stores at once. This gave the opportunity of advising his customers that in a few months he intended to move. It permitted him to

get the stock for his new store in shape.

So when the move was made six months ago, he carried the bulk of his customers with him. That he succeeded in a great measure is proved by the fact that in six months the business at his new store has doubled. Whereas he had two clerks when he opened, he now has six going for all they are worth. Where he had two telephones, he now has four.

Makes Telephone An Investment.

Often one finds merchants grumbling at the cost of telephones. Mr. Brouillet gladly pays his telephone bill, for he knows that the phone brings business to his store. It has been mainly through the telephone that he has succeeded in transferring the majority of his customers a distance of several blocks.

This merchant has learned something in connection with telephone business that others require to learn if they hope to retain their long-distance patrons. On this subject, Mr. Brouillet, says:

"You cannot expect to hold telephone business unless you give the right goods at the right prices, just the same as though they were being sold across the counter. There are many merchants, who take advantage of their telephone customers to get rid of some of their inferior goods. For instance, a woman, who orders a box of peaches over the phone, would get several bad ones if buying from some stores. Unless people are given the right goods, the telephone ceases to work, for customers simply

won't trust to the telephone after once being stung. Messages often come this way to me: 'Mr. Brouillet, have you any good peaches today?' If I told her yes, and sent her bad ones, or some that were not first class, I'd run a risk of losing that woman's business. If the fruit in stock is not very nice, I tell the customer candidly, adding that I shall have some fine fruit in the morning."

One Eye on Credits.

Being in a residential district, this store does considerable credit business. Mr. Brouillet makes it a point to have every account in the hands of his customers at 9 a.m. on the first day of each month. By doing so he finds that his bills are paid with greater despatch. Many of the checks arrive by the return mail on the same day. He believes that if merchants were more prompt in submitting their statements, there would be less bad accounts.

Mr. Brouillet has carried two mottoes in his store for years, which he believes make an impression on his customers. They are, "Finest Goods at the Lowest Price," and, "Cleanliness Does not Increase the Cost."

Wilfrid Brouillet was for many years a clerk in the store of R. B. Hall, on St. Catherine Street West, before that business was purchased by Gravelle Freres. Later he went into business with a partner at the corner of Aylmer and Berthel Streets, as Thompson & Brouillet and eventually for himself.

Features Bacon and Butter

E. J. Quinn, Westmount, P.Q., Also Specializes in Fruits and Vegetables, and Gives His Experience in the Best Way of Handling These Lines—Pointers on Introducing New Lines—Likes to Get Them in Small Packages if Possible



E. J. Quinn, a Westmount, Que., grocer, believes in getting the attention of the customer the moment he enters the store. This illustration shows how the goods in the entrance are arranged to catch the eye.

SINCE E. J. Quinn, who in his early days was a clerk in the store of Walter Paul, started in business for himself, he has been specially interested in two departments — provisions and fruit. He says: ..

"I claim to have made a success of my provision department by paying particular attention to butter and bacon, especially the latter."

His store is in Westmount, Que., and the people of that city, being on the whole fairly wealthy, are naturally fastidious as regards their food. To ensure having bacon that will not offend the taste of such customers, E. J. Quinn is careful how it is handled before coming to the counter to be sliced. To quote him again:

"I have seen much in my time of bacon hanging around in damp refrigerators. In my store it hangs in a current of cold air, and efforts are made to keep it away from dampness."

Pays More For Fruit

Regarding his methods of handling fruit, he says:

"I buy nothing but the best, and I am quite willing to pay a higher price in order to be able to choose it. It is no use buying inferior goods for a trade like

this in Westmount. No matter what the fruit, or what the cost, I want it good.

"During the apple season, in order to get what I want, I drive throughout the surrounding country, watching the fruit being packed. This assists me in knowing which are the best orchards from which to buy.

"We find that the best way to handle all fruits is in baskets. I believe I was one of the first to put this system into practice here. When baskets are not used, much of the fruit is ruined by customers and clerks handling it."

Speaking of handling vegetables, Mr. Quinn used the following words:

"One of the secrets of this end of the business is having the goods fresh. If fresh stuff is not available here, I don't mind wiring New York and telling them to express me stuff. We often have to do this when stuff is getting scarce in Montreal. Good judgment is necessary in making prices on fruit and vegetables. The market has to be watched carefully, as well as the demand. If the market goes down, prices should be dropped immediately, or your competitors will do it.

"Regarding fruit that has been left over, I think the best thing to do is to put it at the door with a ticket and get

rid of it as soon as possible. The first loss is the best; anyway, we make a fair profit on fruit when it is selling, and can afford to lose a little in cases like this."

New Lines Sought After and Sold

The specialty end of a business like that of E. J. Quinn has to be carefully watched. The man who is able to introduce new lines quickly gets the business in Westmount. Competition along these lines becomes very keen, however. He instanced a case where he introduced chopped olives, for which he had a big sale until others got it. Again, he came across a Swedish milk wafer, on which he had a big run. Then other stores secured it. This usually means that it is sold at a lower figure.

He has found that by introducing specialties, new trade is brought to the store. Women tell their friends "they got it at Quinn's." It is his custom first to buy only small packages of new lines, to find out whether they will sell. When the demand is felt, he can safely go in for the larger packages. It is a fact, he says, that it is difficult to introduce new goods, in large packages, people preferring to buy in small quantities when making a test.

The Why of the Grocery Broker

The Part He Plays in the Marketing of Foodstuffs — As a Specialty Man He Goes to Retailer and Creates Demand for Goods of Manufacturers He Represents — Means More Business for Manufacturer and Wholesaler, and Retailer Extends His Trade.

Written by HUGH S. EAYRS for Canadian Grocer

IN the business cycle there are three of four different cogs. There is the manufacturer, there is the agent, the wholesaler and the retailer. Now and then, in different lines, there is also the importer. We hear a good deal about the retailer who sells to the public and we hear a good deal about the wholesaler who sells to the retailer, but the next cog up is the broker, or commission agent, or grocery broker or manufacturer's agent, or whatever name you like to call him according to what particular line of goods he is in. There seems to be a variety of opinion held by different people on this question of "What is a Broker?"

A great many people imagine a commission agent, a manufacturer's agent, a broker and a grocery broker to be all the same thing. As a matter of fact they are four distinct personalities, as we understand them in common business parlance. It is important that we should get our definition as right as may be possible in order that when we refer to the different terms, any of those just mentioned, we may know exactly who it is that is meant.

Time Brings Many Changes

We may remember, first of all, that words and phrases change their meaning a good deal as the years go by. The meaning of phrases and words to-day are not necessarily the same meanings as were applied to them a few years ago. To-day a broker may be said to deal almost exclusively in stocks and shares and matters strictly financial. That is a broad interpretation of the term, anyway. A manufacturer's agent is a man who, now-a-days, is understood to deal more in things like dry goods, toys and different articles which are manufactured. He is usually connected, either by a salary arrangement, or by a commission arrangement, with different manufacturers whose lines he sells. Very often he sells more than one and usually he has some sort of retaining fee from all of them. Very often this is in the shape of salary. Sometimes it is just a mere fee for his services as representative for a certain manufacturer and over and above which he is also paid a commission on what he sells. But the main point to get is that a manufacturer's agent now-a-days is understood to handle dry goods and toys, whitewear and that sort of thing. A commission agent

A CANADIAN GROCER SERVICE

Customers of retailers in all parts of the country are continually asking about new lines of goods which they have tasted in the homes of friends or have heard of somewhere—or which they used to buy before they came to Canada—and which are not familiar to the grocer. Usually there is some Canadian broker who handles these lines, and if our readers will write us their enquiries, we shall be glad to put them in touch with the proper party. The MacLean Publishing Co.'s organization is such that if the goods are sold in this country, the agent can be determined readily.

is different again; in these later years, too, he has come to have a different meaning. Most commission agents are men who handle things like fruit and vegetables, and who distinctly buy and sell. That is to say—separate and distinct from the grocery broker—they actually buy the goods first and then sell them afterwards, on a commission basis. Now we come last of all to the grocery broker. The grocery broker is not a merchant in the ordinary sense of the word. That is to say, he does not buy and then re-sell. Rather he is like the manufacturer's agent; he is a representative of a manufacturer or a set of manufacturers and he sells their goods on a commission. He is not in any sense a distinct merchant. That is to say, if some goods which a grocery broker sold you were not up to sample or standards, the grocery broker himself would not be liable, because he is not selling his own goods. The principals whom he represents and whose goods he sells would be liable. It is important that we get this difference between different classes of what are called "middle-men" quite clear.

Almost the whole of the grocery trade from manufacturer to consumer is handled in the first place by grocery brokers. The grocery trade is different, in this sense from, say, the dry goods. In the case of the latter a representative of the wholesaler goes over to England or

elsewhere after goods and looks out the goods for himself. In the case of a wholesale grocery merchant this is not so. No wholesalers send their men out to different parts of the world to pick out goods they want to handle; this is all done by the grocery broker or the principals he represents. It is, of course, done in most cases by cable.

An Important Cog

The broker is a very important part of the grocery business cycle. Without him we should be in a queer fix. He is responsible for getting to the wholesalers the goods which he sells them from his principals and in these days he has a struggle. For instance, take a grocery broker, who is selling goods in the nature of currants or any other fruits from the near East. He sells those goods at a certain price and the wholesaler awaits their coming to this country. It is up to the broker to see that they get here. The wholesaler does nothing except pay for them and if, as is often the case just at present, the goods are lost en route, either by the ship going down or anything of that sort, unless the contract has so provided, the wholesale grocer who was expecting the goods and who has paid for them, can insist upon them coming to him even though the broker is not able to sell them as advantageously the second time—that is, when he has replaced the goods that have been lost.

Provides New Trade Channels

One of the important functions of the broker is the introduction of new lines of goods which usually mean good profit margins, and which eventually become staple lines. While, of course, it is impossible to handle all lines that are presented to the retailer, nevertheless the grocer owes it to himself and to his business to be a sympathetic listener to what the specialty man has to say, and co-operate as far as lies within his power, because business is often extended that way—in fact, it is the chief method of the retailer in the extension of his business. This is an era of tremendous strides, an era of specialization—and the men who are playing an important part in the opening up of new channels of trade deserve every consideration. They represent reputable manufacturers in the most cases and because of their proximity to the retail and

(Continued on page 129.)

TELEPHONE KINKS

E. J. Quinn, Westmount, P.Q., does a big telephone trade. He claims that a person can get connection, attention, and satisfaction over his phone most quickly. There is a trick in connection with this which looks small, but it is a mighty big factor in certain cases. Beneath his battery of phones on the wall, is a ledge for carrying order books, etc. Attached to this ledge is a rotary pencil sharpener, which is about as handy a thing as one could have in a store where lots of telephoning is done. Pencils are always getting dull at a place like this, and it looks none too well when a clerk has to drop the receiver to get out his pocket knife. With one of these machines, all he has to do is to drop the pencil in, and turn the wheel while he tells Mrs. Jones, for instance, that choice teas have dropped four cents in Calcutta, or that molasses is liable to take another jump any day. These machines can be bought for a dollar and a half.

ORDER PAD CAN'T SLIP

Where the telephone is on the counter, there is nothing more annoying than a pad which insists on slipping all over the place while an order is being taken. Bellefeuille & Giroux, Three Rivers, P.Q., have declared war on the slippery pad, by planking a seven-inch high explosive shell on its neck. This keeps the pad quiet. It is not necessary to be as bellicose as this, however; any kind of weight will keep it quiet, and there's no temptation then to talk about the war, or to have everyone in town trying to lift it.

ALL SLAVES TO HABIT

There is no greater, more constant, more insistent force in any man's life than the force of innumerable little habits.

We think along the lines worn smooth by habit, as well as act along them.

Not an impression, not an emotion, not an opinion, not a resolution, not an action, is possible to us that is not influenced, colored, and directed by fixed conditions within ourselves—habit.

It is indeed well worth while to carefully consider the host of little habits that hide themselves in the most secret cells of brain and muscle.

None of them is too small to be worth attention.

Bad habits are the little threads with which the weak Lilliputians bound the strong Gulliver in helplessness.

A CONTEST FOR EVERY-BODY

On another page of this issue there is an important announcement for grocery clerks—and retailers as well—in respect to the 1915 Christmas Window Dressing Contest of Canadian Grocer. For many years this has been a regular feature of this paper and because of this contest, we have been able to publish some of the finest Christmas windows that have ever been seen anywhere.

There are \$20 in prizes connected with it, but that is not altogether the most important phase of it. Our desire and aim is to promote among Canadian grocers and their clerks the art of display and to help all to still further realize the vast selling power of the window properly trimmed. An empty window, as everyone knows, is of no selling value. It is what is put into it and the way it is arranged that counts.

So when readers of this page read about our Christmas Contest, it is hoped they will decide at once to come in on it. "A thing of beauty is a joy forever," so when you have your best display arranged for the big festive event, get it photographed and enter it in the contest.

Good habits are like a well-made harness, enabling us to do our work with less friction and waste of energy.

Habits we cannot avoid. Nor can we escape being controlled by them.

But we have free choice between the habits that are good and helpful and the habits that are bad and harmful.

ENCYCLOPEDIA

EDIBLE WOOD

Strange as it seems, the idea of deriving food materials from wood is an old one. As far back as in 1816-17, when Europe was visited by famine, the chancellor of Tübingen University, Prof. I. H.

F. Autenrieth, in fact, wrote a pamphlet on the problem ("Handbook of Wood Baking"), though nothing seems to have come of his ambitious plans.

The present war, which lends additional importance to all economical problems, has induced Prof. Haberlandt, Director of the Institute of Vegetable Physiology, at the University of Berlin, to take up the preparation of food and fodder from the wood of German forests. According to a memoir recently submitted to the Berlin Academy of Sciences, this, as it were, constitutes a store-house of building materials for the organism, containing, especially in winter, considerable amounts of sugar, starch, fat and small quantities of albumen. These materials, however, are only found in live wood, sap-wood, and the boughs and branches, whereas the heart-wood of the trunks does not contain any. Moreover, their amount differs considerably according to the different kinds of wood. Soft wood, such as lime trees, birches, pines, are, in winter, nearly free from any starch, while containing considerable quantities of fat; hard woods, on the other hand, contain large amounts of starch, even in winter. According to Haberlandt's personal observations, the wood of these trees is made up of starch tissues to 1-5 to 1-4 of their volume. From the above it is seen that when eating wood large quantities of indigestible ballast are introduced into the organism, from which the digestible matter can only be derived by a thorough grinding process, crushing all the cell walls. The various kinds of woods, of course, are not equally adapted to serve as food or fodder; in the case of oak and willow, the tannin contained in the wood is in the way, and with fir and pine wood, the resin. Maple, poplar, elm, lime tree and birch are those primarily suitable as "food" trees.

Extensive investigation will, of course, be required to ascertain the exact food value of wood. Only optimists may hope ever to have pure wood meal bread adopted on a large scale, while the use of flour mixed with a certain percentage of wood meal would seem to be quite practicable. Moreover, there is every reason to suppose that wood meal will before long play an important part as fodder, provided the grinding expenses bear a favorable ratio to the food value of the product. If so, the wood-working industries will find a most advantageous market for their waste.



The Secret of Thrift

Bankers' Home Magazine.

The secret of thrift is not so much economic pressure as we see it in European countries, but plain living. Plain living from choice and not necessity. On every hand our people are solicited to live up to their incomes. There are no traditions such as exist abroad which keep the various classes of the population within certain boundaries. We like to spend as liberally as those who have more to spend. We are ashamed of the inequalities of our incomes and endeavor to disguise them. We are cautious about letting our neighbors know that we are increasing our bank account. And no one but a banker thinks it foolish and improvident if we do not steadily lay something aside. The man who spends it all is too promptly saluted as a "good fellow," when he should be regarded as a bad citizen.

The scale of luxury is pitched too high and it is hard to get down to the key of plain living. We take too much credit for the competition which converts luxuries into necessities. The margin of possible saving is still large among us and the campaign for thrift should receive every possible encouragement.

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What is Price Cutting?

New York Journal of Commerce.

"Price cutting" is a term rather lightly treated by some people who ought to weigh their words with care, especially trade leaders. For instance, here is a correspondent of The Canadian Grocer, writing of "price cutting on fruit" who says:

"It struck me to-day while going about the city that a strong editorial or article in your publication on price cutting of fruits in the prairie provinces would do a great deal of good. For instance, in Calgary to-day a number of the leading retailers are slaughtering prunes at 65 cents a crate. As a matter of fact there is no reason in the world for this, as they might as well get 80 cents per box as 65 cents. I cannot understand why a retailer will sell off the fruit in this way, as what little profit there is is reduced to a mere pittance by price cutting."

Now is that "price cutting?" To have price cutting there must be some standard from which prices are to be cut and

there is no "price" for fruit, it is constantly fluctuating, both because of the market supply conditions and in accordance with the ideas of the owner as to the adequacy or profits or his cost of doing business. If "price cutting" means selling at less than cost, no end of editorializing will work so sure and certain a cure as the natural ruin that follows such a practice.

But, in the sense "price cutting" is used in the discussion of such things as the fixed price issue on specialties, there is a standard price, more or less determined by the originator of the goods. He says—or perhaps only suggests—that the goods are intended to be sold at a fixed price. Of course, any downward deviation from that is a "cut" and that price has already been set in accordance with a supposedly safe margin. People forming opinions on the fixed price question will do well to distinguish between specialties and unidentified, unbranded products. It makes all the difference in the world on the merits of the contention.

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Depreciation of German Currency

London, England, Statist.

Owing to the fact that Germany, as the result of our blockade, went on to a war diet, and so reduced her foreign trade to a minimum, the German exchange is no longer a trustworthy index to the internal currency and credit of Germany. As a Dutch financier put it in a letter we have just received, the only way in which the depreciation of German inconvertible paper is revealed to Germans is in the continuous rise in the level of prices. This, he says, "would be a reliable criterion, if an index number like yours were obtainable from Germany; but this is not possible under present circumstances, as a large number of articles are subject to special price regulations, and it is impossible to determine what their value would be if left to themselves, and if foreign trade in them were free." If luxuries like coffee could be freely imported the exchanges would obviously be effected. If, again, German Government prohibitions were removed, there would be open dealings in gold in Germany, as there were up to November last, and the state of the paper currency would be indicated by a premium on gold.

Agriculture Department Getting Busy

The Financial Post of Canada.

One of the high up officials in the Department of Agriculture writes us, referring to some of The Post's comments on national affairs: "Because nothing is being said out loud it does not follow that the Department is not busy on the quiet." The particular occasion of this remark is the announcement within the last few days that the Department of Agriculture has been acting along the lines The Post long ago proposed and has been endeavoring to arrange with the British War Office for a large supply of Canadian dressed and canned meats for British consumption. To this end the second meeting of all the important packers in Canada was held on Wednesday. This was the first time that the packers of Canada had ever been together as a body and they were appreciative of the departmental efforts of the Government in connection with their industry. Offers of the Canadian surplus of meats during the next several months for army and navy purposes primarily, have been made through the Department of Agriculture and through the High Commissioner's Office in London. A year ago in the interests of various classes of Canadian manufacturers, The Post suggested such activity on the part of the Government. Such initiative by Government clearly puts the Canadian manufacturers into a much stronger position in their efforts to place their goods with the British Government. The collective bargaining on the part of the Government makes it a much more attractive proposition to the British Government than individual dealings with a score or more of packers.

And with the backing of the Dominion Government the transaction is very much more likely to be completed satisfactorily than would be the case with individual negotiation. This present course is such an obvious one that it is to be hoped it will be adopted largely by this and other departments at Ottawa with the result that the volume of exports to the Mother Country will be very materially increased during the next year. If the Department succeeds in arranging for war contracts of this kind it would no doubt have a strong reflex influence in Canada upon the live stock industry and consequently upon grain prices which at the present time need such a tonic as this.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

Arthur Loranger, grocer, Montreal, has registered.

The stock of A. Simard, grocer, Montreal, was recently damaged by fire.

Quintal & Frere, general merchants, have registered at Sherbrooke, Que.

Goyer, Michel & Fils, general merchants, St. Laurent, Que., have registered.

P. Chicoine, general merchant, Acton Vale, Que., has sold to Donat Desautels.

Harry Lipsey has registered in Montreal as a grocer, the style being North-West Grocery Store.

The West End Provision Store, grocers, has been registered in Montreal under name of Hector Leblanc.

T. G. Barnes, of Hampton, N.B., has enlisted for overseas duty, and the business is being disposed of. The eastern trade will wish him a safe return.

Geo. A. Channell, grocer and flour dealer, Stanstead, Que., was burnt out recently; also J. B. Paradis & Fils, general merchants, of the same place.

B. Trudel, tea buyer for Chaput Fils, Montreal, left on Saturday last for a ten-day trip through Ontario.

George S. G. Scovil, ex-M.P.P. for King's County, N.B., died on Sunday, October 24, aged 73 years. He ran a general store in Springfield, N.B., for many years.

The death occurred in Montreal on Tuesday, Oct. 19, of Matthew Hannan, a produce broker, Montreal. He was first a partner in the firm of Chandler and Hannan, and later was senior partner of M. Hannan & Co., and was for nearly sixty years in business.

A number of millers went to Ottawa last week to protest against wheat being placed on the free list. They claimed that their industry would be injured by the export wheat, and that the live stock industry would also be affected through the lack of by-products, such as bran and oats.

T. H. Lightbound, sales manager of St. Lawrence Sugar Refiners, Montreal, has three sons enlisted for overseas service. One is sergeant in the 60th at Valcartier. The other two have joined the N.C.O. class of the 87th Canadian Grenadier Guards. This leaves only one son who belongs to the Victoria Rifles.

The Retail Merchants' Association of Stellarton, N.S., are busy these days arranging for dollar day on November 17th, 18th and 19th. At a recent meeting of the association, B. D. Rogers re-

ported that he had arranged with the Egerton Poultry & Fresh Stock Association, to hold their annual exhibit in Stellarton on the dates above mentioned. It was therefore decided that the dollar day feature be held in conjunction with the Poultry Association Exhibit.

Ontario

Andrew Grant, grocer, Toronto, has sold to John Beel.

W. J. McCully, grocer, sustained a fire loss recently.

Alex. McDougall, has purchased the general store business of H. J. Scott, Cairngorm, Ont.

J. E. Leniox, of J. C. Moore's grocery, St. Mary's Ont., has joined the 2nd A.M.B., training in London, Ont.

Robert Durst, grocer, Dundas Street, London, Ont., was married recently to Miss Evans of Woodstock, Ont.

L. K. Shourds, evaporated apple manufacturer and nurseryman, Wellington, Ont., sustained a fire loss recently.

E. Stephens, grocer, Ontario street, Stratford, Ont., has joined the 71st Battalion in London, Ont.

Andrew Fead, for many years proprietor of a grocery store in Shelburne, Ont., passed away in Toronto recently.

R. E. Blinn, former grocer on Richmond street, London, Ont., has joined the traveling staff of Langford & Edwards, wholesale fruits, London, Ont.

J. A. Dwyer, Parry Sound, Ont., has sold his East Ward store and general grocery business to J. W. Snellgrove, late of Murillo, Ont., who will continue the business in Mr. Dwyer's old stand.

It is stated that a Canadian branch of a Buffalo refrigerator firm will be located in Hespeler, Ont., within a few weeks. Negotiations that have been pending for some time have resulted in arrangements which will likely be final.

At the last regular monthly meeting of the Retail Grocers' Association, London, Ont., the members decided to put on a night at the new Winter Garden to be known as "Grocers' Night." A committee was named to make the arrangements. After the regular order of business the members enjoyed a "Progressive Euchre." The first prize was won by Harry Hooper, and the second by Geo. H. Ellis. President Eedy presided.

Western Canada

Dahle & Buckman, general merchants, Atwater, Sask., are succeeded by E. T. Dahle.

Moore Bros., general merchant, Gerald, Sask., have sold to S. W. Thompson.

J. E. Boyle succeeds R. F. Johnstone, grocer, Saskatoon, Sask.

The MacLean Fruit Co., Regina, Sask., is adding groceries.

Bowen & Wek succeeded Bowen & Wilson, general merchants, Bingen, Alta.

G. J. Jupp, general merchant, Fleming, Sask., has sold his stock to R. Lyons.

Stock of the general store of R. E. Broadfoot, Gladstone, Man., has been sold to D. Kopman.

The Lumsden Trading Co., Lumsden, Sask., succeed H. T. Baker Co., general merchants of that town.

The Steen-Copeland Co., general merchants, Dauphin, Man., are changing their name to Ramsay & Copeland.

The Scottish Co-operative Wholesale Society, Limited, of Edinburgh, Glasgow, and Leith, Scotland, is reported to be considering the purchase of a block of land of large dimensions in Central Saskatchewan.

During the winter months a series of general meetings will be held by Winnipeg branch of the Retail Merchants' Association. Speakers who are authorities on various problems of interest to the trade will be secured and questions of interest will be discussed with a view to bettering the conditions of the retailer.

WESTERN POTATOES FOR THE EAST

Edmonton, Alta., Oct. 28.—Local wholesalers are assembling potatoes from the retail stores and are endeavoring to place the surplus crop in the eastern cities where a shortage exists. Immense supplies of potatoes are reported from every district and hundreds of carloads can be shipped east. Already eastern concerns are ordering as many as half a dozen carloads at a time, and the exodus of western potatoes within the next month is expected to be very heavy.

An Easterner who had bought a farm in California had heard of his neighbor's talent for raising large potatoes, so sent his farm hand over to get a hundred pounds.

"You go back home," answered the talented farmer to the messenger, "and tell your boss that I won't cut a potato for any one."

Increasing Use of Cartons

Now Being Used for Supplying Milk — Have Been Used Effectively for Shipping Oysters—Customers Insisting More and More on Cleanliness.

By C. B. WALTON

THIS is the age of cleanliness. A prominent Quebec Province grocer announces on a large card in his store that "Cleanliness does not increase the cost of goods." This may be true as far as the dust on shelves and the state of his floor and counter are concerned, but when it comes to the cleanliness being demanded of the grocer to-day in the way of handling his goods, it is foolish to say that the cost is not increased. If the cost of the goods is not increased by cleanliness, then the dealer himself must pay the bill. High-class dealers are usually quite willing to foot this extra cost, realizing that it means more business. It is a fact that is being appreciated more and more, that the householder will choose the clean store every time, other things being equal.

The past few years have seen enormous advances in the direction of more hygienic handling of eatables. Take the case of bread. The large bakers of our metropolitan areas are laying more and more emphasis on the fact that in the handling of dough, human hands play no direct part, even the wrapping of the bread now being done by machinery. If this fact did not appeal to the householder, the large baker would not pay hundreds of dollars emphasizing the fact by advertising in the city newspapers.

Then take the case of milk. This is a line that is almost considered a nuisance by the grocer. The writer was in a store the other day when the 'phone rang. The merchant repeated the order, so that it could be heard. It was for a loaf of bread and a pint of milk. The customer evidently wanted it at once, for the merchant repeated: "Yes, Mrs. Jones, I'll have it up in half an hour." Now, that bread and milk order must have been sold at a clear loss considering delivery, but he considered this was a case that must be put up with if he is to capture the more profitable business.

Carton for Delivering Milk

There is no article of food about the handling of which customers are more particular than milk. It has been customary for years to supply it in glass bottles, more care being paid to the cleanliness of the cover than to the other receptacle. The handling of milk bottles is not pleasing to the grocer, and a Westmount, Que., grocer has discovered a system of handling milk which does

away with the washing of bottles, and at the same time ensures perfect cleanliness. He is supplying milk in cartons, and is providing these, he says, at a cost of 1½¢ each. "Are you not running your milk business at a loss?" the writer asked him. He replied: "Yes; but there are a lot of things sold at a loss in the grocery business." His milk is sold at 12¢ per quart, while other dealers who supply milk in bottles make a charge of 15¢, refunding 5¢ for the bottle. This receptacle is a cylindrical paraffine-coated cardboard vessel, supplied in ½-pints, pints and quarts. A small machine is required to insert the lid, and make it watertight.

This same vessel is being used successfully by the dealer for carrying oysters, which enables him to ship them by rail if necessary without danger of spilling. There are, however, cheaper cartons put up for carrying oysters, which are admirable for shipping short distances, and cost considerably less than those described above.

Used As An Advertisement

The carton is playing a more important part every year in the fruit and provision business. Besides ensuring cleanliness, it is handy, and gives tone to an establishment. It can also be made of effective use as an advertisement. A merchant, whose fruit business has made rapid advances within the past three or four years, attributes his success to a great extent to the use of cartons. The writer a few weeks ago visited his store on a Thursday evening, when the fruit season was at its height, and preparations were being made to ship goods for the following day. The clerks were busy placing pears and peaches in cartons of various sizes, each being carried in paper. The dealer pointed out how much easier it was to fill an order in a rush when the fruit was packed in this manner. Where a merchant has to ship long distances early in the morning, rapidity in filling orders counts for much. It has also to be taken in consideration that there is less danger of the fruit being injured in transit.

NEW BRUNSWICK R.M.A. ACTIVITY

St. John, N.B., Oct. 29.—The Retail Merchants' Association for the Province of New Brunswick, is beginning to show greater activity, now that the Summer season is ended. N. C. Cameron, secre-

tary of the Provincial Board, has been holding meetings at different points in the Province, thereby getting in close touch with the different branches of the associations, and also learning their needs and requirements.

A special delinquent debtors' list for the Province of New Brunswick is now being circulated among the members. This list contains over 1,200 names. It is much appreciated by the members, and no doubt will save them from being future victims.

Through the work of the association, the Asepto Manufacturing Company's soap plant is again in operation, manufacturing soap as the "R. M. A." brand; also powder known as the "R. M. A." Soap Powder. Only members of the Grocers' Section of the Retail Merchants' Association will be supplied with these goods. The factory has only been in operation a few weeks, and it is said that already orders for over 500 boxes have been voluntarily sent in.

The reason the secretary gives for undertaking this proposition is that the soap companies have not been giving the retail grocers a square deal, as they are alleged to be selling to the mail order houses at such a price that they can afford to sell it to the consuming public at the price which the retail grocers pay for it, besides delivering it freight paid when shipped in \$10 orders.

Several meetings have been held between the executive of the Wholesale Grocers' Guild, the Grocers' Section of the Retail Merchants' Association and the representative from one of the largest soap companies, but as yet the secretary maintains nothing has been done to better conditions.



The Shredded Wheat Company of Niagara Falls, N.Y., has filed a bill in equity against a wholesale grocery concern, the Ross Food Company, of Batavia, N.Y., and the chief officers of that company, asking the court to restrain the defendants from further making and selling Ross Whole Wheat Biscuit. The bill claims that the Ross Food Company, which manufactures a biscuit similar to Shredded Wheat, is using certain phraseology that is peculiar to Shredded Wheat.

The bill further cites the fact that the three leading officers in the Ross Company were formerly employees of the Shredded Wheat Company, where they became familiar with the production and sales methods and customers.

The specific prayer of the bill asks that the Ross Food Company and its chief officers be enjoined from making, selling and handling whole wheat biscuits like the shredded wheat biscuits.

Price Comparison Table Back to 1890

Montreal Basis

October 1st of each year.

	1915.	1914.	1913.	1912.	1911.	1910.	1909.	1905.	1900.	1895.	1890.
Sugar, extra gran., bags.....	\$6.05	\$6.25	\$4.40	\$4.95	\$5.85	\$5.05	\$4.70	\$4.60	\$5.20	\$4.12½	\$6.62½
Butter, creamery prints	31-32	28-29	.30½	.30	.26½	.25½	.25½	.23½	.22	.17½	.20
Eggs, selects30	.30	.31	.29	.28	.27	.24	.22	.17	.12¼	..
Cheese, large16	16-16½	.14	.14¾	.15½	.12	.10¾	.11¾	.10½	.07¼	.10
Hogs, live, f.o.b.	13.50*	8.75-9.00	8.75	8.60	6.75	9.15	8.40	*8.50	*8.00	*5.75	*5.75
Hams, light20	19-20	.20	.16½	.16½	.16½	.15½	.13½	.12½	.10	.11
Bacon, breakfast22	19-20	.20	.18	.18	.21	.18	.14	.14	.11	.10
Ham, boiled28	.29	.30	.26	.25	.27					
Lard, pure, tierces, 375 lbs. net....	.12½	.13¾	.14	.14	.11½	.15	.16¼	.10¾	.10½	.10	.09
Lard, comp., ditto09¾	.10¾	.10½	.10¼	.09¼	.13½	.10½	.06⅞	.07½	.07½	
Rd. Oats, s'l lots, 90 lbs. in jute....	2.70	3.12-3.50	2.22½	2.50	2.60	2.20	2.50	2.40	1.90	1.95	
Potatoes, 90 lbs. bag80	65-75	.85	2.00	1.15	1.00	.75	.75	.75	.40	.60
Oranges, Valencias	6.00	3.50	7.00	4.50	4.50	4.00	3.75	5.00	4.50	4.00	5.50
Lemons, Verdeli	3.25	3.00-4.00	3.50	4.25	4.25	4.50	4.00	4.50	5.50	8.00	6.50
Beans, Canadian prime, bush.....	3.75	3.60	1.80	3.10	2.55	2.10	1.75	1.60	1.60	1.25	1.65
Peas, 2's group A, doz., ex. fine....	.90	1.40	1.27½	1.75	1.77½	1.75	1.60	1.22½	1.05	1.45	1.35
Can'd Salmon, sockeye, lb. talls, dz..	2.52½	2.52½	1.95	2.87½	2.45	2.05	1.87½	1.55	1.75	1.35	1.45
Raspberries, 2's, red, H.S., doz....	1.95	1.97½	1.92½	2.15	2.02½	1.77½	1.75	1.67½	1.60	2.30	2.50
Cream of tartar, pure, lb.	50-60	.50	27-30	25-32	25-32	23-32	25-30	25-30	.28	.22½	
Rice, Rangoon B, bags, per cwt....	3.90	3.75	3.15	3.90	3.40	3.00	2.95	3.25	3.20	..	
Manitoba Flour, first patent	5.75	6.70	5.40	5.80	5.40	5.80	5.70	4.75	4.70	4.60	6.30
Winter wheat flour, fancy pat.	4.80	6.25-6.50	5.00	4.50	4.80	5.45	5.45	4.10	4.25	4.20	5.65
Raisins, Valencias, lb.14	.06-06½	.07½	.07½	.07½	.07	.06¼	.06½	.08¾	.06½	.07½
Currants, fine filiatras07½	.07½	.06½	.07½	.07¼	.07½	.05¾	.05¾	.12	.06½	.06½

*Dressed Hogs, live f.o.b. not quoted.

The above table shows at a glance the trend of wholesale markets covering a period of 25 years back. These quotations have been taken from the files of Canadian Grocer and were the prices prevailing on the Montreal market on Oct. 1 of each year named.

A glance at the butter, egg and cheese prices shows little change now from a year ago. But though, at the moment, prices stand pretty well where they did these markets have been more spectacular this year. Hence cheese touched 21½¢ and stayed up around 20¢ for two or three months. Eggs have been exported this year, thus reviving an old and valued export trade.

Hogs are much higher. There has been a firmness in pork products all year due to extraordinary conditions of supply and demand.

Sugar was 20 cents lower on Oct. 1 than a year ago. Two months ago it was up at \$6.65, but that was a level due, again, to heavy war demands which, when they let up, partially compelled a downward pace.

The most abnormal increase is in Valencia raisins. The crop has been so small that it was a mere drop in the bucket of demand and the whole raisin market is firmer and higher than a year ago. Flours are lower as a result of prolonged weakness and excellent supply. Rolled oats are lower too, in the same connection.

Baked Beans, Currants and Prunes Higher

Firmness in Primary Prune and Currant Markets—Advance in Baked Beans—New Bean Crop Slow in Harvesting—Currants Very Firm—Big Demand for Brazil Nuts—Corn Syrup Easier in the Far West.

Office of Publication, Toronto, October 28, 1915.

IT is said by some people who ought to know that the situation in Christmas fruits and nuts may be like that of last year and that history will repeat itself. It will be remembered that last year walnuts and almonds were tied up and many of them did not get to Canada in time for Christmas selling. This may be the case again this year, that is so far as regards first-class walnuts. The market in Canada is fairly well supplied with stuff, but it is only of a secondary quality. The specially good stuff is not in and cable advices seem to indicate that it will not leave France until fairly late in November and may not, owing to the disorganized state of commerce, get to this country in time for Christmas selling. It must be remembered that to reach the consumer by Christmas it ought to reach the wholesaler a considerable time before that. The new prices on shelled walnuts are now out and these are, comparatively speaking, a little lower than last year, but they are all subject to an advance and it may be that by the time we get within two or three weeks of Christmas these prices will be materially advanced. But we shall see.

As we get nearer Christmas it is quite apparent that the situation in Mediterranean fruits is going to be very tight. Grecian currants are stronger and stronger each week and there is an advance either sentimental or actual practically every time a report is made. This, of course, is not surprising, as the mix-up with Greece does not look any more promising now than it did about a month ago, and if Greece gets into the war either way, either on the side of the Allies or on the side of the Central Powers, it would mean a tie-up of products, so far as their getting to this country is concerned. Indeed, already, as we have reported before, there is a general policy put into effect by the Government of commandeering all boats, and this has come at the worst of times, inasmuch as many of these boats are now cargoed with shipments for buyers on this side of the Atlantic. The situation gets no easier at all and it would seem to be a wise thing for the retailer to buy his currants—if he can—at the prices he may, because it is highly probable that they will be higher in the future.

There is reported both in Montreal and Toronto a good demand for canned salmon, and the market is very strong. There was, however, no change in prices last week, but the demand will speed up for Christmas. With regard to canned vegetables, the price of baked beans has advanced by 15c, but this is not so much due to the fact that there has been a big demand or a scarcity of supplies or anything like that, but simply because the trade believes that the former prices were previously too low because of shortage and high price of raw material anyway and that an advance was due.

There has been quite a bristling in the flour market this week, and Ontario flour has increased in price to a very material extent. It is said by some flour men that there has been considerable export business this last month or two and that that has affected the domestic supply. It has been thought that domestic orders could not be sufficiently taken care of, and strangely enough, as soon as this was rumored, domestic orders began to come in quicker than ever. This applies too, to a certain extent on Manitoba flour, and both Manitoba's and Ontario's are now selling on a firm market. Consonant with this, the market price on rolled oats is up a trifle in the Toronto market and there is a much better demand for most cereals. On the other hand, however, the market on mill-feeds is down, due to the fact that mills have all been working full time and grinding a lot more than has been called for, with the common result at this time of the year of sending the level down for feed. Therefore bran, shorts and middlings have all suffered a decline of something like \$1 or \$2 per ton.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Bran and shorts decline further
Rolled oats market steady.
Wheat decline checks flour sale.
New buckwheat flour, \$3.25 bag.

PRODUCE AND PROVISIONS—

Cheese market much firmer.
Live geese up to 12-13c lb.
Big decline in hog prices.
Lard quotations remain same.
Butter market steadier.
New laid eggs very scarce.

FISH AND OYSTERS—

Fresh halibut supply limited.
Frozen salmon not plentiful.
Cool weather sells smoked fish
Close season for lake trout.
Oyster business improving.

FRUIT AND VEGETABLES—

Potato market a little easier.
Apple market firms considerably.
Lemon quotations jump 25c.
Montreal tomatoes done.
Cauliflowers are plentiful.
American onions selling \$1.15 bag.

GENERAL GROCERIES—

English sundries getting scarce.
Spot currants advance ½c again
Sultanas jump a cent per lb.
Apples advance; dates decline.
Decline expected in new beans.
Bigger demand for choice molasses
Advance in baked bean prices
New walnuts will be late.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Better demand all round.
Export damages domestic business.
Ontario flour higher.
Rolled oats advance.
All feeds down.

FISH AND OYSTERS—

No mackerel left.
No fresh Eastern salmon.
Frozen stocks starting sale.
Whitefish scarce and high.

PRODUCE AND PROVISIONS—

Beter demand for bacons.
No change in lard.
Butter quite firm.
Eggs slightly easier.
Cheese firm and high.
Poultry selling better.

FRUIT AND VEGETABLES—

No change in potatoes.
Cauliflower and sprouts in
Oranges firm and high.
Peaches nearly done.
Apples advance all round.
California lemons selling.

GENERAL GROCERIES—

Caustic soda up a cent.
Demand for Brazil nuts.
Common teas lower again.
Prunes up a cent.
Canned pumpkin selling.
Beans slow in harvesting.

QUEBEC MARKETS

Montreal, Oct. 27.—Attention is gradually being turned towards the dried fruit and nut markets in anticipation of Christmas trade. Believing that the same difficulty will be experienced this year as was experienced last in securing supplies of new shelled walnuts, dealers all

over the country are making inquiries regarding spot stock. These are being quoted from 33c up; there are some fairly good nuts on the market, and there are some which are not good. The currant situation becomes more acute. A local wholesaler states that the new crop will be a month later in arriving this year; importers are not sure when they will arrive, and some very high prices have been paid. A Toronto broker, it is reported here, sold ten cars of currants of a well-known shipper, but received a cable saying that his principals were not shipping. So that Toronto will be at least ten cars short. This is not the only instance. Quotations on spot stocks have jumped a cent in a week, and it is predicted that retailers will be paying 13c for loose and 15c for packages before Christmas. Sultanhas have jumped a cent this week to 16-17c, evaporated apples jumped ½c, while Halloween dates declined ½c. Citron peels continue scarce.

The potato market is said to be slightly easier this week, although the retailer appears to be paying as high prices as a week ago. The market is easier in that shipments are more than liberal, the high prices having induced farmers to sell now. Those who had questionable potatoes on hand, that is, potatoes which would show waste in keeping, are disposing of them now.

For one reason or another, there is a scarcity of English grocery sundries, such as mustard, starch, pickles and many other lines. Manufacturers are behind in the filling of orders, and there is a danger of depletion of stocks in many instances. In a general way, prices are advancing. This is probably due to difficulty experienced by manufacturers in securing large supplies from abroad.

The following are some of the minor changes which have taken place: Brandy is advancing right along; the firm who were selling rolled oats at \$2.35 for 90 lbs. last week are now quoting \$2.40; the market is practically cleaned up of French mushrooms; new buckwheat flour has arrived on the market at \$3.25 per bag; No. 1 green cod is quoted at 37½-41¼c, which is a slight reduction; castor oil, pharmaceutical, is quoted 15c lb. by barrel, and less quantities at \$1.80 per gal.—an advance of 30c per gal.

SUGAR.—The raw market is still firm, but the Montreal refiners have not seen fit to advance their prices. It is stated that some of the refiners are in favor of an advance, while others are not. In the meantime, after advancing to \$5.15, New York refined jumped further to \$5.25. Usually, refiners reckon a discrepancy of \$1.10 between the two prices, on which basis the price here would be \$6.35; whereas it is \$6.05. The probable reason why the advance has not been made is that the raw market may weaken again with the arrival on the market of

Cuban raws. Some time ago, knowing that this big crop of raws was due on the market, American refiners held off from buying, but were unable to keep it up. They came into the market again, but were compelled to pay higher prices. It is anticipated by some that when the crop does arrive, prices of raw sugar will drop. This is no doubt one of the reasons why Montreal refiners have not followed New York, and raised the price of sugar. One thing is certain, that retailers will not buy heavily until they are sure that the market is going up. Many of the wholesalers bought heavily some time ago when there seemed a possibility of the market advancing. Naturally they would welcome an advance.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 05
20 lb. bags	6 15
2 and 5-lb. cartons	6 35
Yellow Sugars—		
No. 3	5 90
No. 1	5 65
Extra Ground Sugars—		
Barrels	6 40
50 lb. boxes	6 50
25 lb. boxes	6 80
Powdered Sugars—		
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 60
Paris Lump—		
100 lb. boxes	6 65
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—		
Barrels	6 65
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 05
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—There is a good demand for tea from the retail trade of Montreal, both for Ceylon and India blacks and for Japans. Reports received here are to the effect that the third crop of Japan teas, although not of the very best, has been sold out at advances far beyond expectations. There was a slight reaction later, but even now, desirable teas remain scarce.

DRIED FRUITS.—New California prunes are now in, and the following prices are quoted: 30-40, 12½c; 40-50, 11c; 50-60, 10c; 60-70, 9½c; 70-80, 9c; 80-90, 8½c and 90-100, 8c. Some wholesalers have already sold out their stocks of 40-50 and 60-70, and will no doubt substitute with Oregons. The currant situation becomes more acute. Few importers appear to be receiving them, and prices have gone up sky-high. A local dealer says he expects to see retailers paying 13c for loose and 15c for packages before Christmas. It will be remembered that the Montreal trade advanced their prices on spot currants ½c last week. There was a further advance of ½c this week, bringing the price of fine Filiatras loose up to 10½c lb.; 1 lb. pkgs. remain at 11½c. A decline occurred in Halloween dates of ½c, bringing the price down to 7½c. Spot Sultanhas advanced a cent, and are now offered at 16-17c lb. Evaporated apples also advanced ½c, quotations now being 9-9½c. A Montreal house claims that they will have a supply of Valencia raisins shortly, which they will offer to

the trade at 10½c. California figs are being offered in place of Smyrnas, and are said to be giving fair satisfaction. They are put up in bricks of 10 and 16 ozs., and are offered at 9½c and 10-11c, and for layers of 10 lbs. at 10-11c per lb. These prices are for fancy quality, which, it is said, has been withdrawn from the California market and cheaper figs substituted, in which little interest is being taken.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09½
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 15½
Nectarines	0 17½
Peaches, choice	0 13½
Pears, choice	0 10
Pears, choice	0 11
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20
Lemon	0 13½
Orange	0 13½
Currants—		
Filiatras, fine, loose, new	0 10½
Filiatras, packages, new	0 11½
Dates—		
Dromedary package stock, per pkg.	0 09
Figs, choicest	0 12½
Hallowee, loose	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 12½
40 to 50, in 25-lb. boxes, faced	0 11
50 to 60, in 25-lb. boxes, faced	0 10
60 to 70, in 25-lb. boxes, faced	0 09½
70 to 80, in 25-lb. boxes, faced	0 09
80 to 90, in 25-lb. boxes, faced	0 08½
90 to 100, in 25-lb. boxes, faced	0 08
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscadels, loose, 3-crown, lb.	0 09
Sultanas, box	0 16
Cal. seedless, 16 oz.	0 11½
Fancy seeded, 16 oz. pkgs.	0 10½
Choice seeded, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—A wholesaler announces the following prices on new shelled walnuts: —Nov. shipment 32c, Dec. 31c, Jan. 30c, and Feb. 28c, being guaranteed strictly sound goods. It must be understood, however, that the above does not mean shipment here in November—more probably shipment from France. An importer states that no shelled walnuts will be shipped from France until Nov. 20, and he doubts whether they will reach this country any earlier than a year ago. In the meantime, the market is fairly well supplied with walnuts, but the quality is not what it ought to be in every case. Quotations vary from 33c up. There is an exceptionally good demand for shelled walnuts from all parts of the Dominion, dealers being anxious to get in supplies of spot stuff now that it seems likely supplies will not be here in time for the Christmas trade. Shelled almonds are scarcer, and bringing higher prices. Several advances have taken place since the early purchase.

Almonds, Tara	0 17½	0 18½
Grenobles, new	0 15	0 16
Marbols, new	0 13½	0 14
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 14	0 15
Filberts, shelled	0 24	0 24
Pecans, large	0 20	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	0 07
Peanuts, No. 1, Spanish	0 08	0 08½

MOLASSES.—One of the largest Montreal holders expects that by Nov. 15 his stock of fancy molasses will have

run out. Dealers are now beginning to buy choice more freely. Supply of the latter is fairly good, and may be sufficient to last until the arrival of new crop. The high price of fancy has had the effect of switching the demand over to choice to some extent. Market for fancy continues to be as strong as ever, and is likely to remain so until the new crop comes in.

Barbadoes Molasses—	Price for	
	Island of Montreal.	Fancy. Choice.
Punchons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53

For outside territories prices range about 3c lower.
Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrup—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls. ...	0 04½
Pails, 8¾ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

SPICE—There have been no changes in the spice market during the past week sufficient to affect quotations to the retailer.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 69	0 23
Cassia	0 22	0 89	0 29
Cayenne pepper	0 28	—	0 35
Cloves	0 28	1 05	0 35
Cream tartar—60c.	—	—	—
Ginger, Cochín	0 22	—	0 29
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	—	1 00
Nutmegs	0 40	—	0 75
Pepper, black	0 22	0 95-1 00	0 29
Pepper, white	0 30	1 15-1 20	0 34
Pastry spice	0 22	0 95-1 20	0 29
Pickling spice	0 14-0 16	—	—
Turmeric	0 21-0 23	—	—

Lower prices for pails, boxes or hails when delivery can be secured.

Cardamom seed, per lb., bulk		2 00	2 50
Caraway—			
Canadian	0 13		
Dutch	0 20	0 22	
Cinnamon, China, lb.	0 14½	0 16	
Mustard seed, bulk	0 19	0 23	
Celery seed, bulk	0 36	0 46	
Cayenne chillies	—	0 35	
Shredded coconut, in pails	0 18½	0 22	
Pimento, whole	0 21-0 23	12-15	

COFFEE—While the demand from the retail trade continues fairly good, in the primary market there is nothing happening of any importance.

Coffee—	
Plantation Ceylon	0 32 0 34
Java	0 35 0 40
Arabian Mocha	0 34 0 37
Guatemala	0 26 0 28
Mexican	0 25 0 28
Maricaoibo	0 22 0 24
Jamaica	0 22 0 24
Santos	0 19 0 22
Rio	0 16 0 18
Chicoory	— 0 14

DRIED VEGETABLES—New crop Ontario beans have arrived on this market, coming with an unexpected rush. The price is still high, but the trade is expecting a decline within a week or so. Sales are being made of three pound pickers to-day on a basis to the retail trade of \$3.50-\$3.60. The drop is not appreciable considering that these are new crop goods, and that offerings are rather heavy. There is a feeling that farmers have been delaying threshing purposely, in order to allow the market to get cleaned up, allowing them free course at big prices. They acted wisely in doing this, as the market was bare, and prices were high. There is a danger that they will overdo it, as may also happen in the case of potatoes. Dealers who have bought one or two cars of new

beans to carry them over, are now waiting until prices are lower; they are likely to be some lower, as offerings are heavy, farmers being anxious to avail themselves of the high quotations. The Government recently announced that the crop of marketable beans would amount to about 594,000 bushels. But for the rains, the crop would probably have amounted to considerably over a million bushels. Whereas dealers are paying \$3.60 for 3 lb. pickers, under normal conditions they would pay \$2.60. There is very little happening in the pea market. Retailers are paying \$2.60 to \$2.75 per bushel. There are no big receipts, but they are sufficient to supply local wants.

Beans—	
Canadian, 3-lb. pickers, per bushel....	3 45 3 60
Yellow eyes, per bushel	4 00 4 30
Lima, per lb.	0 07½ 0 08
Peas, white soup, per bushel	2 65 2 75
Peas, split, bag, 98 lbs.	5 50
Barley, pot, per bag	2 90
Barley, pearl, lb.	0 05 0 06

MONTREAL.

CANNED GOODS—No change of any importance is expected for some time in the price of vegetables, probably not until after the holidays, when dealers have worked off the stock which they bought before the rise. In a little while they will be working on goods which cost more, and some of the wholesale houses are in that position already. Whereas the average quotation on tomatoes is 97½c, there are some houses, whose stocks of old goods have run out, who are quoting \$1.10 to the trade.

An advance has taken place in the price of baked beans amounting to 15c per doz. for 3 lb. tins, and a proportionate advance on other lines. The trade believe that baked beans were selling too low anyway, and that an advance would have been inevitable even though the crop had not been a short one.

There is a good demand for salmon, and the market at the coast, especially on good quality sockeye, is very strong. Lobsters have changed little in price of late, and the retailer is paying \$2.00-\$2.25 per doz. for choicest quality halves new pack.

ONTARIO MARKETS

Toronto, Oct. 28, 1915.—One manufacturer of caustic soda has put the price up one cent.

This week has shown a marked demand for things which might be said to be connected with Hallowe'en festivities. Canned pumpkins have had a good sale. Nuts are much in demand, and this has given a real impetus to Brazils, which, up to now, have been slow. It looks as though most of the best quality stuff in nuts won't be here this side Christmas, and we may be tied up waiting for it this year as last. Nuts

are getting better all-round demand now than for some time.

Prunes must be in big demand at the coast because the offerings show more big sizes than anything else. All prices on spot stuff are up a cent in this market this week, on a heavy demand. Prunes at present levels are considered an attractive buy.

The tea market these days is ruled, apparently, by the Premier's maxim: "Wait and see." There is a feeling of uncertainty with regard to levels at the London auctions, and the trade is waiting until it can see. Common grades are lower again this week, though good teas are firm and show an advancing tendency, which would argue that there is quantity of tea, but not quality. This makes the really good teas all the dearer. There is a super-abundance just now of all teas, compared to a few months ago, on account of the new crop Indians.

Beans are a spectacular line right now. Last week they were lower by 10c than the week before; now they are up about 65c a bushel. This is chiefly due to a big demand and the fact that the farmer seems too busy to do his harvesting and stocks are low. Prices should be down next week.

General business is fairly good; a little ordinary, perhaps, but solid and going along "as well as can be expected," for which, these days, we should be thankful.

SUGAR—The market is steady, and there is no price change. The tone is possibly a shade easier than that of last week following New York, where raws are reported a shade easier. Domestic demand is average, and we are not hearing quite so much about export these days.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
20 lb. bags	6 21
10 lb. bags	6 26
2 and 5-lb. cartons	6 40
Nova Scotia refined, 100 lb. bag	6 05
New Brunswick refined, 100 lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 75
100 lb. boxes	6 85
50 lb. boxes	6 95
Cartons (20 to case)	7 51
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81

Paris Lumps—	
100 lb. boxes	6 85
50 lb. boxes	6 95
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA—The London auction of Indians yesterday resulted in a general movement of easier levels for common grades, though good teas were dearer. Readers of Canadian Grocer will see in this state of affairs the one which has existed, more or less, all along for some weeks. In a way, it is natural that if common grades are cheaper, better stuff

will be dearer; an easing market on common grades infers a quantity of them, and if there is a quantity of common teas, good teas will be scarcer. Quality is debased, very often, when quantity is increased. There is no doubt of the largeness of the quantity of common teas; the crop has been good and stocks have materially increased. Good teas feel an additional impulse, moreover, from a heavy Government contract for supplies to the troops. Fine grades of Assams and Ceylons are demanded for this purpose; not, of course, the very finest teas, but still good quality stuff. If the tendency of common teas to go down becomes more marked and the situation is more settled, purchasing will improve.

MOLASSES AND SYRUPS.—This market does not record any declining tendency in corn syrups corresponding to that felt in the West, although demand is but average and the crop of corn was good. Cane syrups continue firm, with an even demand. Molasses is easier; requirements were filled, it would seem, in the buying rush of a month ago, and the trade is only now buying hand-to-mouth again.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 64½
Pails, 38½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case.	2 65
Cases, 5 lb. tins, 1 doz. in case.	3 00
Cases, 10 lb. tins, ½ doz. in case.	2 90
Cases, 20 lb. tins, ¼ doz. in case.	2 85
Cane Syrups—	
Barrels, lb., 4½c; ½ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case.	3 00
Molasses—	
Fancy, gallon.	0 60 0 65

DRIED FRUITS.—All prices on prunes are now up a full cent from last week, and there is an unabated demand at these new levels. We now quote 30-40's at 12c to 13c, and the rest of the sizes in relation. Prunes are firmer and dearer in the primary markets, as is evidenced by the large sizes predominating on offerings. There has been a big and continuous demand; and then again the crop has not measured up to expectations by a long way. Hallowee dates are being called for, but they are not in yet. Persia is an unfortunate supply depot these days. Package dates at 7½c to 9c find good business. We quote Valencia still at 15c to 16c, and the man that has any should be doing good business, because they are all but cleaned up. Both seeded and seedless raisins are quite firm at the same levels that have been obtained for some time.

As to currants, they are firm and advancing by every cable. As each advice comes in, it shows an advance of one shilling a week almost in the primary market. Price has gone up 2/-, or 48c in the last two weeks, and there is nothing in sight which would make for any other than a marked advancing tendency. Apricots are firm at recent figures. Business in fruits is speeding up

some. It isn't such a very long way to Christmas now.

Apricots—	
Standard, 25 lb. boxes.	0 10½ 0 11
Choice, 25 lb. boxes.	0 12 0 14
Apples, evaporated, per lb.	0 08 0 08½
Candied Peels—	
Lemon.	0 15 0 16
Orange.	0 15 0 16
Citron.	0 20 0 23
Currants—	
Filiatras, per lb.	0 11 0 12
Analas, choicest, per lb.	0 11½ 0 12½
Patras, per lb.	0 12 0 13
Vostizas, choicest.	0 14 0 16
Cleaned, ½ cent more.	
Dates—	
Pardis, choicest, 12-lb. boxes.	0 09½ 0 10
Pardis, choicest, 60-lb. boxes.	0 09 0 09½
Package dates.	0 07½ 0 09
Hallowee.	0 07½ 0 07½
Prunes—	
30-40s, California, 25 lb. boxes.	0 12 0 13
40-50s, 25-lb. boxes.	0 11 0 12
50-60s, 25-lb. boxes.	0 12½ 0 13½
60-70s, 50-lb. boxes.	0 11½ 0 12½
70-80s, 50-lb. boxes.	0 09½ 0 10½
80-90s, 50-lb. boxes.	0 09 0 10
90-100s, 50-lb. boxes.	0 08 0 09
25 lb. boxes. ¼c more.	
Peaches—	
Choice, 50 lb. boxes.	0 06 0 06½
25 lb. boxes ¼c more.	
Raisins—	
Valencia.	0 15 0 16
Seeded, fancy, 1 lb. packets.	0 10½ 0 10½
Seeded, choice, 1 lb. packets.	0 09½ 0 10½
Seeded, choice, 12 oz.	0 08
Seedless, 16 oz. packets.	0 11½ 0 12
Seedless, 12 oz. packets.	0 10

NUTS.—Demand is distinctly good for Hallowee specialties, such as Brazils, almonds and walnuts. There has been good buying in Brazils, and price of mediums is up a cent to 15-16c. Walnuts and almonds, both shelled and in shell, show no price change at present. All prices are firm, though.

In Shell—	
Almonds, Tarragona.	0 17½ 0 18
Brazils, medium, new.	0 15 0 16
Brazils, large, washed, new.	0 17 0 18
Chestnuts, peck.	1 75 2 00
Filberts, Sicily, new.	0 13 0 14
Peanuts, Jumbos, roasted.	0 12½ 0 13½
Peanuts, hand-picked, roasted.	0 11 0 11½
Peanuts, fancy, roasted.	0 09 0 10
Pecans.	0 17 0 18
Walnuts, Grenoble.	0 15 0 16
Walnuts, Bordeaux.	0 11 0 12
Walnuts Marbols.	0 13 0 14
Shelled—	
Almonds.	0 38 0 40
Filberts.	0 35
Peanuts.	0 11 0 11½
Pecans.	0 55 0 60
Walnuts.	0 36 0 38

SPICES.—This market is quiet again this week. Peppers still remain firm and high, but there is no new feature. Cream of tartar is easier.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground.	0 10	0 16
Allspices, whole.	0 10	0 15
Cassia, whole.	0 21	0 32
Cassia, ground.	0 14-0 16	0 22-0 30
Cinnamon, Batavia.	0 27-0 36	
Cloves, whole.	0 27-0 35	
Cloves, ground.	0 18-0 22	0 28-0 35
Cream of tartar.	0 48-0 50	0 55-0 65
Curry powder.	0 30-0 35	
Ginger, Cochín.	0 15-0 17	0 18-0 22
Ginger, Jamaica, ground.	0 18-0 21	0 22-0 28
Ginger, Jamaica, whole.	0 26-0 31	
Ginger, African, ground.	0 14-0 18	
Mac.	0 80-1 00	
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s.	0 40-0 50	
Nutmegs, ground, bulk, 45c; 1 lb. tins.	0 22-0 25	
Pastry spice.	0 22-0 25	
Peppers, black, ground.	0 14-0 18	0 20-0 24
Peppers, black, whole.	0 20-0 24	
Peppers, white, ground.	0 19-0 24	0 34-0 36
Peppers, white, whole.	0 34-0 36	
Pickling spice.	0 16-0 20	
Turmeric.	0 18-0 20	

BEANS.—This market is providing lots of excitement these days. We lowered our quotations last week on account of supplies coming in more freely. They cannot cope with the demand, however, for the crop is not being harvested quickly enough, and beans this week are mighty hard to get. We now quote a price of \$4 to \$4.25, and the top

figure is not at all out of the way. These levels should be lower next week, however. Blue peas are in good demand, and we quote about \$3 a bushel.

Beans, hand-picked, bushel.	4 20 4 25
Peas, blue, bushel.	3 00 3 05

RICE.—There is no alteration, either sentimentally or in prices. Rice is in good steady demand. There was a flutter of better buying in Tapioca last week, but this is steady again now.

Rice—	
Rangoon "B." per cwt.	4 00 4 00
Rangoon, per cwt.	4 00 4 00
Rangoon, fancy, per cwt.	5 00 5 00
Patna, fancy.	0 07½ 0 09

Tapioca—	
Pearl, per lb.	0 07 0 07½
Seed, per lb.	0 07 0 07½
Sago, brown, per lb.	0 05½ 0 06

TORONTO

CANNED GOODS.—Good business is going on this week in canned pumpkins, and we quote a price of 90c. Right now is the time when pumpkin pie is especially in favor and Hallowee'n is helping, too. Strawberries and raspberries are both in fair demand, the former in particular. Tomatoes keep up their high price. Export is still proceeding, and there was a better demand from home buyers last week. They had filled up pretty well up to three or four weeks ago, when demand lapsed a trifle, but it is strong again. Corn and peas are both called for, and are firm at our last quoted levels.

Salmon, Sockeye—	
1 lb. talls, cases 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 67½
Five cases or more, 2½c doz. less than above.	
Chums, 1-lb. talls.	0 90
Pinks, 1-lb. talls.	1 20
Cabots, 1-lb. talls.	1 45
Red Springs, 1-lb. talls.	2 00
Humpback, ½-lb. tins.	0 50
Canned Vegetables—	
Tomatoes, 3's.	1 10 1 15
Peas, standards.	0 95
Early June peas.	0 95
Extra sifted peas.	1 45
Corn, 2's, doz.	0 95
Canned Fruits—	
Strawberries, heavy syrup, doz.	2 15
Black raspberries, heavy syrup, doz.	1 95
Pumpkins, doz.	0 90

MANITOBA MARKETS

Winnipeg, Oct. 27.—Wheat prices have been on the decline during the past week but receipts are enormous and threshing returns plainly indicate yields that mean an amount for export greatly in excess of all estimates. W. B. Snow, the Chicago expert expects Western Canada to show a yield of 350,000,000 bushels when all is told. Should the farmers get 80 cents per bushel as an average there is plenty of business activity ahead in all lines of trade. Country trade is remarkably active and city business picking up. There will be very few out of employment this winter, and though the city's population has undoubtedly declined there will be less demand for credit than last year. Staple lines of groceries are very steady in price and there are no changes to record this week.

SUGARS.—No advance has as yet been recorded here, but sugar in the east is firm.

CANADIAN GROCER

Sugar, Eastern—	Per cwt.	in sacks.
Standard granulated	6 55	
Extra ground or icing, boxes	7 50	
Extra ground or icing, bbls.	7 30	
Powdered, boxes	6 70	
Powdered, bbls.	4 80	
Hard lump (100-lb. case)	7 50	
Montreal, yellow, bags	6 25	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	6 50	
Halves, 50 lbs., per cwt.	7 35	
Bales, 20 lbs., per cwt.	7 50	
Powdered, 50s	7 05	
Powdered, 25s	7 40	
Icing, barrels	7 35	
Icing, 50s	7 50	
Cut loaf, barrels	7 45	
Cut loaf, 50s	7 70	
Cut loaf, 25s	7 85	
Sugar, British Columbia—		
Extra standard granulated	6 60	
Bar sugar, bbls.	6 75	
Bar sugar, boxes	7 00	
Icing sugar, bbls.	6 85	
Icing sugar, boxes	6 50	
H. P. lumps, 100-lb. cases	7 85	
H. P. lumps, 25-lb. boxes	7 70	
Yellow, in bags	6 25	

Corn Syrup—	
2s. per case 2 doz.	2 75
5s. per case 1 doz.	3 13
10s. per case 1/2 doz.	3 01
20s. per case 1/4 doz.	3 03
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/2 gal., quarts, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS—	
Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/2
Currents—	
Dry clean	0 08 3/4
Washed	0 09
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizzas, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2
Hard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 07 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 3/4
3 crown, loose, 50's	0 09
Raisins, Sultanas—	
California, 50's	0 12 1/2
Prunes, in 25-lb. boxes—	
80 to 100	0 05 1/2
80 to 90	0 06 1/2
70 to 80	0 06 3/4
60 to 70	0 07 1/4
50 to 60	0 08 1/4
40 to 50	0 09 1/4
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
4-crown, 10-lb. boxes, per lb.	0 13 1/2
3-crown, 10-lb. boxes, per lb.	0 15
2-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2
Cooking figs, choice naturals, 25-lb. bags	0 07 0 07 1/2

RICE AND TAPIOCA—	
Rice and Tapioca—	
No. 1 Japan, per lb.	0 06
No. 2 Japan, per lb.	0 04 1/2
Sia, per lb.	0 03 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb.	0 08 1/2
Sago, pearl, lb.	0 06 1/2
Tapioca, pearl	0 06 0 06 1/2

DRIED VEGETABLES—	
Beans—	
California, hand-picked, per bushel	4 30
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot. per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 58 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 90

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Oct. 28.—Business is brisk. Eggs are strong, fresh being up 2c. Or the Island these are up 3c.

Cheese is firm, being up 1 1/4c. Stiltons are 23c lb. Butter is easy and unchanged. Sugar is strong, and lemons are up 25c case. Currants are now 11c, and very scarce. None are expected till February. Peel is practically cleaned up. Beans are scarce.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	33-34
New Zealand cubes	0 33
New Zealand brick	0 33 1/2
Cheese, per lb., large, 18 1/2c; twins	0 18 1/2
Cheese, Stilton, lb.	0 23

EGGS—	
Local fresh	0 51
Vancouver Island	18-5c
Lard, 3's, per case	5 25
Lard, 6's, per case	5 17
Lard, 10's, per case	8 10
Lard, 20's, each	10 60

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	0 05 1/2
Cream of tartar, lb.	50 c
Beans, Lyton	0 06 1/2
Figs, 12-10 oz. packages, per box	0 85
Figs, 50-60 oz. packages, per pkg.	2 25
Cocunut, lb.	12 1/2c
Cornmeal, ball	3 00
Flour, best patents, per bbl.	6 30
Honey, Idaho, 24 lbs.	4 50
Lemons, box	3 75
Potatoes, per ton	14 00
Rolls oats, ball of 80 lbs.	3 10
Onions, lb.	0 01 1/2
Oranges, box	5 00
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 15
Sugar, yellow, per cwt.	6 50
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 00

CANNED GOODS.

Apples, gals., 6/case	\$1 62
Beans, 2's	2 20
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	3 80
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 40

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 11c; Apples, lb.	10 c
Prunes, 70-80, 25's, lb.	07 c
Currants, per lb., 11c; Raisins, seeded, lb.	09 c
Peaches, per lb.	07 c
White figs, per lb.	06 c

SASKATCHEWAN MARKETS

Regina, Oct. 28.—Weather fair and warm, and harvesting almost completed. Wholesalers report business looking up. Very few changes in markets this week. Sugar took a recent drop of 2c. Lard is higher, 3's being quoted at \$9.35. Currants are higher than they have been for sometime, being quoted at 13 cents per pound package. Cheese is 17 1/2 for large. Corn syrup has dropped 15 cents per case, the change going into effect last Friday. New prunes are firm. Eggs fresh are still at 40 cents.

Produce and Provisions—	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 33 1/2
Eggs, new laid	0 40
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	9 35
Lard, 5's, per case	9 20
Lard, 10's, per case	8 30
Lard, 20's, per case	12 10

General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 1/2
Cream of tartar, lb.	0 50
Cocunut, lb.	4 15
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 93's	3 00
Rolls oats, 80's	3 00
Rice, per cwt.	3 80
Onions, 100 lbs.	1 50
Sugar, standard, gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 64
Walnuts, shelled, 41c; almonds	0 41

Canned Goods—	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums Lombard	2 10

Peaches	3 10
Raspberries, 24's; Strawberries	4 75
Tomatoes, standard, per case	2 60
Salmon—	
Sockeye, 1's, 4 doz. case	9 55
Sockeye, 1/2's	12 36
Conoes, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 10
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 60 0 65
Dried Fruits—	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 10 1/2
Evap. apples, 50's, lb.	0 09 1/2

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Oct. 28.—In sympathy with advance in all edible oils, compound lard is steadily going higher. Corn syrup declined during the week—17c case, small sizes, and 5c case, large sizes. Owing to difficulty in importing, French olive oil has reached top prices. Same applies to French macaroni, which is quoted 13c package.

Prices continue to advance on corn, peas and tomatoes, while crop reports are far from favorable, and it is probable that higher markets will yet be seen.

There are rumors of damage to the crop of Tarragona almonds, and this may account for prices being sold on such a high basis. A new crop of walnuts are usually quite late in reaching this market. Prices will probably be nearly the same as last season. Sicily filberts are held firm, but as this line, which has been exported in large quantities to Germany and Austria in former years, cannot be shipped to these countries now, there should be lower prices.

There is a little more interest in the tapioca market, and quotations on medium pearl are a shade higher. Holland herring have gone so high that the demand for this merchandise will be seriously curtailed. To-day's quotations on mixed Holland herring is \$1.30 per keg, freight and duty paid.

The cheese market is considerably higher, and quotations show an advance of 2c per pound over level of prices of three weeks ago. The egg market is strong, receipts are light, and the demand is good; but it is expected that prices will go higher. Butter is becoming scarce, and prices are going to be higher. There is, however, a good demand at present prices.

Prices on Valencia raisins have opened so high that many importers have cancelled their orders for early shipment. The raisins for early shipment would have been worth at least \$4 per 28-pound box.

Some manufacturers of vinegar have advanced prices owing to heavy advances in alcohol, and present quotations of such manufacturers are subject to change without notice.

General—	
Beans, Ashcroft, lb.	0 06 1/2
Beans, Japan, per bush.	3 90 4 00

Beans, ton	18 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 25
Roller oats, 20's, 80c; 40's	1 00
Roller oats, ball, \$2.15; 80's	1 75
Flour, fancy patents	2 95
Flour, seconds	2 80
Rice, Siam, per cwt.	3 90
Shorts, ton	20 00
Sugar, standard, gran., per cwt.	7 45
Sugar, yellow, per cwt.	7 05
Walnuts, shelled, lb.	0 38
Produce and Provisions—	
Cheese, lb.	0 17½
Bacon, lb., 20c; bellies, lb.	0 20½
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 23c; No. 2	0 19
Eggs, new laids	0 35
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 23
Canned Goods—	
Corn, standard, per two dozen	2 20
Peas, standard, 2 dozen	2 20
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 85
Salmon, sockeye, 4 doz. tails, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Evaporated apples, 50's	0 10½
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07½

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Oct. 28.—Cheese is now quoted at 19c. Sugar is firm and another advance is looked for by some. New California Sultanias have arrived, extra fancy being quoted at 15c. New California layer figs are arriving in fine condition. Dairy butter is scarce at 27c per lb. Oranges are high at \$6.50 to \$7. Lemons are up to \$6. Tomatoes, four basket crates are \$1. Corn syrup, 2's and 5's, have been lowered 10c case. City business is quiet, but country trade good.

General Goods—

Beans, small white Japan, lb.	0 06½
Flour, No. 1 patent, 98's	2 90
Molasses, extra fancy, gal.	3 00
Roller oats, ball	0 67
Roller oats, 80s	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 45
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 33
Butter, No. 1, dairy, lb.	0 27
Eggs, select storage, case	"
Lard, pure, 3s, per case	9 00
Lard, pure, 5s, per case	9 05
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22½

Canned Goods—

Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Lobster, ½s, per doz.	2 65
Salmon, finest sockeye, tails, 48x1s, per case	10 00
Salmon, pink, tails, 48x1s, per case	4 50

Dried Fruits—

Evaporated apples, 50s, per lb.	8 08½
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Fruits and Vegetables—	
Blackberries	2 00
Blueberries, Ont., basket	2 30
Cantaloupes, case	2 00
Grapefruit, Cal.	5 00
Oranges, case	6 50
Lemons, case	6 00
Peaches, crate	0 90
Tomatoes, 4-basket crates	1 06

NEW BRUNSWICK MARKETS

By Wire.

St. John, Oct. 28.—There are several changes in markets this week. Some are unsteady, beans being exceptionally firm.

Advices indicate a shortage of good stock, and higher quotations are expected. Crop is reported of poor quality. Hand-picked are now \$4-4.10, and yellow the same. Canned stocks have also advanced to \$3 to \$3.40. Pork is firmer, American being higher at \$26.50 to \$29. Sugar standard is \$6.10 to \$6.15. Rice shows a slight increase to \$4.45 to \$4.50 cwt. Outlook for potatoes is discouraging. Higher prices are prevailing and further advances expected. Dealers look for \$3 soon. They are now selling easily at \$2.25 to \$2.35 per barrel. Butter and eggs are firmer, eggs being 30c to 32c.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	"	0 17
Beef, corned, 1's	2 90	7 35
Pork, American clear, per bbl.	26 50	29 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 32
Eggs	0 28	0 30
Lard, compound, per lb.	0 11½	0 12
Lard, pure, per lb.	0 15	0 15½
Cheese, new	0 15½	0 16½

Flour and Cereals—

Cornmeal, gran.	5 75
Cornmeal, ordinary	1 95
Flour, Manitoba, per bbl.	6 20
Flour, Ontario	6 10
Roller oats, per bbl.	6 00
Potatoes, bbl.	0 90
	1 00

Fresh Fruits and Vegetables—

Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	5 50
Oranges, Val., case	4 00	6 50
Potatoes, bbls.	2 25	2 35

Sugar—

Standard granulated	6 10	6 15
United Empire	6 00	6 05
Bright yellow	5 90	5 95
No. 1 yellow	5 70	5 75
Paris lump	"	7 25
Lemons, Messina, box	"	"
Beans, hand-picked, bush.	4 00	4 10
Beans, yellow eyes, per bush.	4 00	4 10
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 52	0 53
Cream of tartar, per lb., bulk	0 55	0 58
Currants	0 11	0 11½
Rice, per cwt.	4 45	4 50

TOO LATE

"James, my lad," said the grocer to his new assistant, "who bought that moldy cheese to-day?"

"Mrs. Brown, sir," was the youth's reply.

"And the stale loaf we could not sell last night?"

"Mrs. Brown, sir."

"Where's that lump of rancid butter that the baker refused?"

"Mrs. Brown bought it cheap, sir," was the answer.

"And the six eggs we could not sell a week since?"

"Mrs. Brown."

"Are you ill, sir?" asked James, as the grocer turned green and groaned.

"No, no; only I'm going to tea at Brown's to-night," replied the unhappy man as he wiped the perspiration from his face and sank into a chair.

It is not generally known that eucalyptus oil will remove grease, including machine oil, from any fabric (no matter how delicate) without injury of any kind.

If silver knives, forks, and spoons are packed in flour when the house is empty, they will keep quite bright and untarnished.

THE WHY OF THE GROCER BROKER

(Continued from page 118.)

wholesale trades and because of their familiarity with the ground they cover they perform a real service.

Some years ago, for instance, salt pork held almost entire sway in the meat line in the majority of Canadian stores. What have we to-day? There is smoked beef, potted meats in tin and attractive glass, various lines of tongue, tinned sausage, all kinds of cooked specialties, numerous varieties of tinned fish including the recent tuna, and dozens of other comparatively new meat and tinned fish lines that forty and fifty years ago were never heard of. The grocer who stuck to the salt pork, where is he to-day? Out of business! The specialty man has done yeoman work in placing all these goods on the market and made it possible for the retailer with his diminishing profits in the case of many staple lines to come out ahead at the end of the year.

Between Principals and Wholesalers

Some wholesalers do a little broking on their own account over the cable wire. Some wholesalers who are in a large enough way of business are getting offers from exporters all the time who live out of the country, and by cabling acceptance they dispense with a broker direct. The majority of wholesalers, however, depend upon brokers to furnish them with particulars of whatever there is offering and they buy from the broker or rather from the principals through the broker. The broker acts as negotiator.

It will be readily seen that the broker is more or less a necessity in the grocery trade. It is just shown that it is impossible for the wholesaler to take trips to wherever the goods are that they want to buy, and see for themselves and choose for themselves. True, the broker does not do this, but he is fully qualified to sell the goods by reason of the fact that he is connected with the sellers through his principals, so that the broker is an important member of the community.

A GREAT HELP

MacLean Publishing Co.

Dear Sirs:—You had better cancel the CANADIAN GROCER to me this next year as my lease expires shortly, and whether I will go out of the business for a while or not, I don't know, but if I continue in business I will let you know.

I consider the CANADIAN GROCER one of the greatest helps in our business. It would be hard to do without it.

W. J. HAZEL,

378 Hunter St. West,

Hamilton, October 1, 1915.



FRUIT AND VEGETABLES



Apples Firmer: Pumpkins for Hallowe'en

Most Apples Firm and Higher—Cauliflower and Hothouse Cucumbers Are New Lines—Spanish Onions Higher—Lemons Have Been Advancing—Grapes Are Plentiful—No Change in Potatoes.

MONTREAL

FRUIT.—The apple market became firmer again this week, and it begins to look as though the trade is realizing that apples are not going to be so plentiful this year. Reports state that big prices are being paid in the Old Country for Canadian apples. Windfall Fameuse are bringing from \$3 to \$4 and both No. 1 Fameuse and McIntosh Reds are bringing \$5.50 to \$6, although dealers are not paying the latter figure willingly; it is predicted that they will, however. Lemons and oranges are somewhat slow just now. Prices on the latter remain the same as for past two or three weeks, Cal. Valencias realizing as high as \$6 per box. Lemons have been advancing, and this week's quotations are 25c higher than last, being \$3.50-\$3.75 for fancy Verdills. Fancy grape fruit are quoted at \$4.50 by some dealers.

Apples—		
Fameuse, No. 1's	5 50	
Alexanders, No. 1's, bbl.	3 00	3 50
Wealthy, No. 1's	3 50	
Calvert	1 75	2 25
McIntosh Reds	5 50	
Starks	4 00	
Spies	4 50	
Ben Davis	3 75	
Russets	4 00	
Bananas bunches	2 00	
Cranberries, bbl.	9 00	
Grapefruit, 45-54 64 80-96	3 50	4 00
Grapes, blue, 6 qt. baskets	0 18	0 20
Grapes, Tokay, crate, 4 baskets	2 25	
Lemons—		
Verdills	3 50	3 75
Oranges—		
Valencias, Cal., late 126 25	6 00	
Jamaica, 196 200 216	3 50	
Porto Rico, 126 150 250 288	3 00	
Pineapples, 18 24 and 30 36	3 00	
Peaches, preserving basket, 11 qt.	0 40	0 50
Peaches, box	1 00	
Pears, box	3 25	
Plums, table, box 4 baskets	1 75	

VEGETABLES. Some claim that the potato market is easier. Others maintain that the position is just as firm as a week ago. Green Mountains are bringing \$1.15 for 90 lb. bags, and Montreals are not far short of that figure. The demand from the grocery trade is not phenomenal, but as potatoes are a necessity, the every-day demand keeps right up to the mark. Hothouse tomatoes are still bringing 18c per lb., and Chateauguay tomatoes in baskets are selling for 40c and 50c. Montreal tomatoes in boxes are about done. Brussels sprouts, picked, and in small boxes, are bringing 12½c-15c per quart; on stocks they are worth \$1

to \$1.25. Cauliflowers are more plentiful than they were; this is good weather for them, as long as it does not freeze. There are plenty of cucumbers being offered; they are selling slow, which is natural at \$1.50 for Bostons, per dozen. Leeks are plentiful, and bringing 10-15c bunch. Strictly good Montreal head lettuce brings 50-60c doz., but there are not many left. Boston head is quoted \$1.40-\$1.50 doz. Good curly lettuce is \$1 per box; it is hothouse stuff, but there are lower quotations than this. American onions are being brought into sell at \$1.15 per bag.

Beets, bag	0 50	0 75
Beans, wax, N.Y., per basket	3 00	
Beans, green, N.Y., per basket	3 00	
Brussels sprouts, qt.	0 12½	0 15
Cabbage, Montreal, per doz.	0 25	0 35
Cabbage, red, doz.	0 40	
Carrots, bag	0 50	0 75
Cauliflower, Canadian, doz.	0 75	1 50
Celery, Montreal, doz.	0 25	0 50
Cucumbers, fancy, Boston, doz.	1 50	
Cucumbers, Montreal, basket	0 50	
Egg plant, N.Y., doz.	1 75	
Leeks, bunch	0 10	
Head lettuce, Montreal, doz.	0 50	0 60
Head lettuce, Boston, box	1 40	1 50
Curly lettuce, 3 doz.	0 60	0 75
Onions—		
Montreal, 75 lbs., bag	1 15	1 50
Parsnips, bag	0 50	1 00
Parsley, Canadian, doz. bunches	0 15	
Peppers, 18 each basket	0 40	0 50
Potatoes—		
Montreal, new, bag	1 00	
New Brunswick, bag	1 15	
Sweet, hamper	1 40	1 50
Radishes, doz.	0 15	
Spinach, Canadian, box	0 50	
Turnips, bag	0 50	1 00
Tomatoes, hothouse, lb.	0 18	
Tomatoes, Chateauguay, basket	0 40	0 50
Pumpkins, doz.	1 00	
Squash, doz.	0 50	1 00
Vegetable marrows, doz.	0 40	0 50
Watercress, Canadian, doz.	0 30	

TORONTO

FRUIT.—There is a general advance now in apples and it looks as if this will continue. A good portion of the crop has struck the rot that was discussed recently, and there is a big demand for what is saleable. We quote 40 cents for a basket; some are cheaper but not as good. Bananas are slightly higher on a big demand. Grapefruit is easier as it becomes more plentiful, and we have dropped price this week by half a dollar. Grapes have been coming in very freely and general tendency is downward for domestic stuff. California lemons are worth from \$4 to \$4.25 with a good demand. Peaches are pretty well cleaned up now; few are coming in and general

tendency is higher again. Pears are in the same case; we now quote \$3 to \$4. Pumpkins are plentiful for Hallowe'en, selling at 50c to \$1 per doz. General business is better again.

Apples, new, bbl.	2 50	4 50
Apples, 11-qt. basket	0 20	0 40
Apples, McIntosh Reds, basket	0 75	0 85
Apples, crab	0 40	0 50
Bananas, per bunch	1 50	1 90
Cocoanuts, sack	4 50	5 00
Cranberries, bbl.	8 75	9 00
Grapefruit—		
Jamaica, case	4 75	5 00
Grapes, Tokay, case	1 85	2 00
Grapes, Emperor, bag	4 50	4 60
Grapes, Can., blue	0 15	0 17
Can. 6 qt. basket	0 20	0 25
Oranges—		
California, Valencia	5 00	5 75
Jamaica, case	3 75	4 00
Lemons, new, box	4 00	4 25
Limes, per 100	1 50
Peaches, Can., 11 qt.	0 40	0 80
Peaches, Can., 5 qt.	0 30	0 50
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 50	0 70
Plums, Canadian, large basket	0 20	0 35
Pumpkins, doz.	0 50	1 00
Quinces, 11-qt. basket	0 50	0 60

VEGETABLES.—Cabbage is a very slow sale, though price is moderate enough. There is still a little corn around, but it isn't of very good quality and demand is not sharp at all. Tomatoes are selling well at prices about the same as those which applied last week. Cauliflower is now on the market and we quote 35 to 40 cents, with only a fair demand as yet. Celery is a trifle easier; little call is felt. Brussels sprouts at 10 to 15c are just begging to get the trade. Spanish onions are slightly easier. Marrow and squash are about through, now. Red peppers are higher; the scarcity is chiefly responsible. Hothouse cucumbers have now taken the place of outdoor stuff, and these are getting a good demand at reasonable levels. Potatoes show little change; the firm feeling still remains.

Beets, Canadian, bag	0 60	0 75
Cabbage, new, doz.	0 30	0 40
Carrots, new, basket	0 25	0 35
Cauliflower, 11 qts.	0 35	0 40
Celery, doz.	0 15	0 25
Cucumbers—		
Hothouse, doz.	1 75	2 50
Egg plant	0 20	0 30
Onions—		
Can., 75 lb. sack	1 00	1 15
Spanish, case	3 75	4 00
Green peppers, basket	0 25	0 35
Peppers, red	0 50	0 60
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 25	1 40
Parsnips, 11 qt.	0 25	0 30
Sprouts, qt.	0 10	0 15
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, 11-qt. basket	0 20	0 25

(Continued on page 133.)

FISH AND OYSTERS

Carloads of Halibut Coming East

Frozen Stuff Short in Montreal—General Scarcity of Salmon — Toronto Reports Advance in Price of Some Fresh Fish Lines—Whitefish Very Scarce—Oyster Trade Doing Well—Frozen Business Now Getting Into Its Stride

MONTREAL

FISH.—The fish trade, in a general way, is improving. The demand is certainly as good as could be expected, but stocks available being large comparatively, prices do not advance according to expectations. The supply of fresh halibut this week is very limited, but ample quantity of frozen will be used as a substitute. There are a good many cars now in transit of frozen halibut coming from the coast. Some lots have been sold for delivery at a price ranging from 9 to 10 cents per lb., according to size. Frozen salmon is not so plentiful as was at first expected. The good demand for canning purposes has shortened the supply intended for the frozen market, and it would not be surprising if the price went up materially before long. Offerings to-day are at 9½ to 10c for round, and 10 to 10½c for dressed. Fresh fish from the East is scarce, but prospects are for better supplies from now on. Cool weather has given impetus to the sale of smoked fish. Haddies, kippers, bloaters and filets are in better demand. The same applies to the sale of bulk and shell oysters, which are improving right along. November and December are the oyster months, both in bulk and in shell, and judging from appearances, the trade expects better demand than last season. This is close season for lake trout, and will be until Nov. 1.

TORONTO

FISH AND OYSTERS.—This is just the between seasons time in the fish business and orders flag a little as the frozen stocks begin to come in and we see the last of the fresh. The past week has, therefore, been quieter in the fish market. There is now no Eastern salmon, fresh, in this market at all. Western stuff is selling and the demand coupled with the shortage of stocks has sent the price up a couple of cents, to 20 to 22 cents. Steak cod is selling well at 8 cents. Mackerel is altogether off. Whitefish is scarcer than ever. There was some special Lake Erie whitefish came

down the other day and dealers are getting 15 cents for this. General price, however, is 14 cents. There is a big demand, far bigger than are the stocks to satisfy it. Frozen halibut is now getting the bulk of the business and we quote 10 to 12 cents. Fresh stuff sells here and there but frozen, in this line, is getting most call. Oysters move well, and the demand looks—if it keeps up—as if this season will be the best yet.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 35-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.....	.10	.12
Haddies, Niche, boneless, per lb.....	.09	
Herring, Ciscos, baskets.....	1.50	
St. John bloaters, 100 in box.....	1.10	1.25
Yarmouth bloaters, 60 in a box.....	1.20	1.25
Smoked herrings, medium, box.....	.15	
Smoked boneless herrings, 16 lb box.....	1.40	
Kipped herrings, selected, 60 in box.....	1.30	1.50
Smoked salmon, per lb.....	.20	.15-.17
Smoked halibut.....	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.....	.13	.13
Red, steel heads, per lb.....	.12	.11-.12
Red, sockeyes, per lb.....	.12	
Red Cohoes or silvers, per lb.....	.08½-.09	.08
Pale qualla, dressed, per lb.....	.07-.07½	.08
Halibut, white western, large and medium, per lb.....	.10	.10-.12
Halibut, eastern, chicken, per lb.....	.10	.12
Mackerel, bloater, per lb.....	.07½-.08	.12
Haddock, medium and large, lb.....	.04½-.05	.06
Market codfish, per lb.....	.03½	
Steak codfish, per lb.....	.05½-.06	.08
Blue fish, per lb.....	.15-.16	
Smelts.....	.09	.12
Herrings, per 100 count.....	2.00	3.00
Round pike.....	.06	
Grass pike.....	.06½	
Swordfish, lb.....	.09	

DRIED AND PREPARED FISH.

Dried Haddock.....	6 00
Dried codfish, medium and small, 100 lbs.....	7 50
Dried lake, medium and large, 100 lb.....	5 50
Dried pollock, medium and large, 100 lb.....	5 00
Dressed or skinned codfish, 100-lb. case.....	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.....	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.....	0 07
Boneless codfish, strips, 20-lb. boxes.....	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box.....	1 00
Boneless codfish, in 2-lb. and 3-lb. boxes, a box.....	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.....	1 75
Standard, bulk, gal.....	1 50
Selects, per gal, solid meat.....	2 00
Best clams, imp. gallon.....	1 50
Best scallops, imp. gallon.....	2 00
Best prawns, imp. gallon.....	2 25
Best shrimps, imp. gallon.....	2 00
Sealed, best standards, pt. cans, each.....	0 40
Sealed, best select, quart cans, each.....	0 50

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.....	9 00	1 50
Canadian cultivated oysters, bbl.....	10 00	10 00
Clams, per bbl.....	7 00	8 00
Malinesque, bbl.....	8 00	9 00
Five lobsters, medium and large, lb.....	0 35	0 45
Little necks, per 100.....	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut.....	12 -13	12 -14
Haddock, fancy, express, lb.....	5½-6	8
Mackerel, medium, each.....	14 -15	

Steak, cod, fancy, express, lb.....	5½-6	6
Herrings, each.....	3	3
Flounders.....	5	9
Salmon, Western.....	14 -15	20 -22
Salmon, Eastern.....	14 -15	

FRESH LAKE FISH.

Carp, lb.....	0 09	
Pike, lb.....	0 08	0 07
Perch, lb.....	0 06	0 07
Suckers, lb.....	0 05	0 03
Whitefish, lb.....	0 13	0 14
Herrings, per 100.....	3 00	3 00
Lake trout.....	0 11	0 12
Dressed bullheads.....	0 12	
Eels, lb.....	0 08	0 08
Dore.....	0 10½-11	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.....	.08½-.09	.07-.08
Whitefish, small tubs, lb.....	.06½-.06	.06
Lake trout, large and medium, lb.....	.09	.10
Dore, dress or round, lb.....	.08	.09-.13
Pike, dressed and headless, lb.....	.06-.06½	.07
Pike, round, per lb.....	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.....	20 00	
Salmon, Labrador, bbls., 200 lbs.....	14 00	
Salmon, Labrador, half bbls., 100 lbs.....	7 00	
Salmon, B.C., bbls.....	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.....	12 00	
Sea trout, Labrador, bbls., 200 lbs.....	12 00	
Sea trout, Labrador, half bbls., 200 lbs.....	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.....	12 00	
Mackerel, N.S., half bbls., 100 lbs.....	7 00	
Mackerel, N.S., pails, 20 lbs.....	1 75	2 00
Herrings, Labrador, bbls.....	6 00	6 25
Herrings, Labrador, half bbls.....	3 25	3 50
Lake trout, 100-lb. kegs.....	6 00	6 00
Quebec sardines, bbls.....	6 00	
Quebec sardines, half bbls.....	3 50	
Tongues and sound, per lb.....	0 07½	
Scotch herrings, imported, half bbls.....	9 00	
Holland herrings, im'td milkers, hf bbls.....	8 50	
Holland herrings, im'td milkers, kegs.....	0 95	85-1 00
Holland herrings, mixed, half bbls.....	7 50	
Holland herrings, mixed, kegs.....	0 85	70-0 95
Lochfyne herrings, box.....	1 35	
Turbot, bbl.....	12 00	
Green cod, No. 1, bbl.....	8 00	10 00
Green cod, No. 2, bbls.....	6 00	8 50

WINNIPEG

FISH AND POULTRY.—Fresh salmon is down 2 cents per lb. being now quoted at 12 cents. More liberal supplies of poultry are to hand and fowl, chickens and turkeys are all about one cent lower. Trade in poultry is quiet. Wild ducks usually plentiful at this time are scarce.

Fresh salmon.....	0 12
Fresh halibut.....	0 09
Pickrel.....	0 07½
Steak cod, per pound.....	0 07½
Lake Winnipeg whitefish.....	0 09
Finnan haddie.....	0 08½
Kippers, per box.....	1 75
Lake trout, per lb.....	0 11
Bloaters, per box.....	1 50
Salt mackerel, 20-lb. kit.....	2 75
Smoked goldeves, dozen.....	0 50
Oysters, gallon.....	0 50
Oysters, 3-gallon tins.....	0 00

Poultry—

Live—	
Fowl.....	0 10
Roasters.....	0 09
Chickens.....	0 15
Turkeys.....	0 14
Ducks.....	0 10
Ducklings.....	0 12
Geese.....	0 10



PRODUCE AND PROVISIONS



Better Demand for Bacons

Slight Decline in Hog Market—Butter Firm and High—Export Demand Not Quite as Strong—
Cheese Situation Strong—Firm and Higher Poultry Market

MONTREAL

PROVISIONS.—The most important change for many weeks took place last week, when a decline occurred in the hog market. Quotations in Chicago on Oct. 15, were 8.40, and on Oct. 22 were 7.15. The former of these figures was the highest reached for many weeks. Quotations in Toronto hog prices show a similar decline—Oct. 15, 9.90, and Oct. 22, 9.40, a decline of fifty cents. Pure lard continues high in price, as stocks are light, and the market will not be lower until stocks accumulate. Compound lard is high, due to the higher price being paid for cotton seed oil. All lines of pork products are firm, and there is a fair trade. The above drop in hogs is attributed to heavy receipts.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 26	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 18	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/4	
Long clear bacon, 80-100 lbs.	0 14 1/4	
Flanks, bone in, not smoked	0 15 1/4	
Barrelled Pork—		Per bbl.
Heavy short cut mess	26 00	
Heavy short cut clear	27 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14 1/4	
Tubs, 50 lbs. net	0 15 1/4	
Boxes, 50 lbs. net	0 14 1/4	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10 lbs., tins, 60 in case	0 15 1/4	
Cases, 3 and 5-lb. tins, 60 in case	0 16 1/4	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs., net	0 11	
Tubs, 50 lbs., net	0 11 1/4	
Boxes, 50 lbs., net	0 11 1/4	
Pails, wood, 20 lbs. net	0 11 1/4	
Pails, tin, 20 lbs. net	0 11 1/4	
Cases, 10-lb. tins, 60 in case	0 12 1/4	
Cases, 3 and 5-lb. tins, 60 in case	0 12 1/4	
Bricks, 1 lb., each	0 13 1/4	
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—The market remains steady at the higher prices. The British market is reported easier, and it is a question whether exports will continue as large as they were last month. The make throughout the Middle West is reported very light, and dealers here confidently expect they will require some

eastern butter to see them through the fall and winter. Dairy butter is in good demand, but the quantity offered is not large.

Butter—	
Finest creamery	0 34
Dairy prints	0 26
Dairy, solids	0 24
Separator prints	0 23
Bakers	0 21

CHEESE.—The market has a strong upward tendency, prices paid at country boards being a cent or more higher than those of the week previous. The strength in this market is attributed to the fact that the Government has been placing orders for cheese in this country. English buyers, however, were not disposed to respond to the higher prices, and the amount of export business done last week was not so big.

Cheese—	
Old make	0 18
Stilton	0 17
New make	0 17 1/2

EGGS.—Deliveries from storage are fairly large. Receipts of new laids from the country continue light. So the consumption of storage eggs will be heavier from now on. Prices are a shade higher than they were a year ago, and the trade generally predicts higher prices.

Eggs, case lots—	
New laid, stamped	0 42
Selects	0 33
No. 1's	0 29
No. 2's	0 26

HONEY.—Inquiries for prices received during the past week have been very numerous, indicating that there is lots of honey held in producers' hands. Prices this year are so low it is expected there will be a good market for the entire supply.

Honey—	
Buckwheat, tins	0 68
Strained clover, 50-lb. tins	0 10 1/2
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/2
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

POULTRY.—Dressed turkeys are now being quoted at 23c; they are improving in quality every day, and the demand should improve as the weather grows colder. The price of live geese has gone up to 12-13c. as they are now coming in in good condition. Milk fed chicken are in good demand, but still the supply is very light. Live ducks are a cent higher, as the supply is off. Business in poultry is inclined to be a little quiet.

Poultry—		
Frozen stock—		
Fowl, small	0 12	6 15
Turkeys, large	0 12	0 25
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Turkeys	0 23	0 23
Fowl, dressed	0 13	0 19
Roasting chicken, milkfed, 3-3 1/2 lbs.	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 76	1 00
Squabs, Canadian, pair	0 40	0 40
Squabs, Philadelphia, pair	0 70	0 70
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 12	0 13
Turkeys	0 19	0 20
Ducks	0 12	0 13
Geese	0 12	0 12
Chicken	0 13	0 14

Receipts in Montreal

	Butter, Boxes	Cheese, Boxes	Eggs, Cases
Week ending Oct. 23, 1915	11,911	56,359	9,892
Week ending Oct. 24, 1914	6,535	48,446	6,237

N.B.—Receipts at Montreal include not only local, but shipments from all points in Ontario and American points.

TORONTO

PROVISION.—Long clear bacon is firmer and a trifle higher. We quote now, 13 1/2 to 13 3/4; in cases it runs to 14 cents. Bacons and backs are all firmer, but show no appreciation in price at this writing. There is a better demand for these though, as the winter weather approaches; cold snaps, such as we had last week, lead to bacon-buying and knock off the call for cooked meats. Lard is unchanged but firm. Hogs are somewhat easier.

Hams—		
Light, per lb.	0 18	0 15 1/4
Medium, per lb.	0 18 1/4	0 19
Large, per lb.	0 14 1/2	0 15
Backs—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13 1/4	0 13 1/4
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 25
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12 1/4	0 12 1/4
Tubs, 60 lbs.	0 12 1/4	0 13
Pails, 20 lbs., per lb.	0 13	0 13 1/4
Tins 3 and 5 lbs., per lb.	0 13	0 13 1/4
Bricks, 1 lb., per lb.	0 13	0 13 1/4
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10 1/4
Tubs, 50 lbs., per lb.	0 11	0 11 1/4
Pails, 20 lbs., per lb.	0 11 1/4	0 12 1/4
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—Once more a slight appreciation is shown and we quote a cent higher on dairy and creamery alike. Quality is better this week. Dairy stocks are coming in more freely, but the tendency of the market is upwards if anything and better supplies are not likely to alter this. Export has let up a little the last few days: Britain, apparently, is better supplied.

Butter—		
Creamery prints, fresh made	0 32	0 33
Separator dairy, choice	0 29	0 31
Dairy prints, choice, lb.	0 26	0 28
Dairy solids, lb.	0 23	0 25
Bakers'	0 22	0 23

CHEESE.—There is no appreciable change in prices this week, but the upward trend is still marked. British buying is the big factor and shows no sign of easing, although it might if prices went out of sight, as some predict. Domestic demand is strong and supplies, with a big export demand, are none too big. It is said this week that they are short on cheese out West, and if so, this will be another strengthening factor.

Cheese—		
Large, per lb.	0 16½	0 17
Twins, per lb.	0 17	0 17½

EGGS.—There is a slightly easier tendency apparent at the moment, but this seems to be on account of a temporary lessened demand. It is not, however, to be regarded as a permanent condition. Everything points the other way. Deliveries of new laids are short and storage stocks are being rapidly drawn upon both here and over the border, so that higher levels are to be expected.

Eggs—		
Specials (in cartons), doz.	0 36	0 38
No. 1s (straight new laids)	0 32	0 33
No. 1, straight storage	0 29	0 30
No. 2	0 24	0 25

POULTRY.—There is a general firmness apparent in most lines. Ducklings are up a cent, with a good demand, and we now quote 11 to 12 cents. Turkeys, too, are firmer at this time and they may now be considered as on their way to the high levels they hit up for Christmas.

Poultry—	Live.	Dressed.
Old fowl, pound	0 11—0 00	0 15—0 16
Spring broilers	0 15—0 16	0 18—0 20
Old turkeys	0 13—0 17	0 17—0 23
Ducklings	0 11—0 12	0 17—0 18
Turkeys	0 00—0 00	0 21—0 22

HONEY.—There is no appreciable change in this market.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.—

Eggs are firm with diminishing receipts, and an advance of 1 cent per dozen. Butter is also firm. Lard shows an advance of ¾ cents per lb., and all lines of cured meats are firmer. There is good demand for cured meats especially from the country.

Hams—		
Light, per lb.	0 12	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13

Dry Salt Meats—		
Long clear bacon, light	0 19	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	
Lard—		
Therces	0 15½	
Pails	2 77	
Cases, 5s	8 47	
Cases, 3s	8 35	

BUTTER.—

Butter—		
Creamery	0 30	0 32
Best dairy	0 19	0 25
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 fresh	0 27	
Straight receipts	0 23	

CHEESE.—

Cheese—		
New, large	0 17	
New, twins	0 17½	

Tracing Bad Eggs

A LARGE Montreal grocer, who buys his eggs from a number of shippers in the country, has a system whereby, when a customer complains of the quality of the eggs, he places the onus on the shipper. To effect this, each carton of eggs is stamped with the number

SHIPPER	No.
Jones	1
Smith	2
Robinson	3
Jackson	4
Richardson	5
Young	6
Wilson	7

of the shipper. A list of shippers' names and corresponding numbers is kept in a prominent place in the store, so that when a customer phones a complaint to the store, she is asked to give the number of the carton. This tells at once to whom the complaint should be forwarded. The quality of the eggs is also stamped plainly on the carton. If they are selects, the word "selects" is stamped plainly on the box. The accompanying illustration shows the type of card being used to trace the name of shipper.

THE CROP OF CABBAGE, UP TO DATE

The crop of cabbage, up to date, Is larger than we've ever seen, But, then, it will not be so great When kids get through on Hallowe'en.
—Youngstown Telegram.

The crop of cabbage, up to date, Is large without a doubt, But then it will not be so great When we have made our sauerkraut.
—Portsmouth Times.

The crop of cabbage, up to date, Has thrown last year's in the shade, But 'twill be used to the last crate When Pittsburgh's got her stogies made
—Houston Post.

The crop of cabbage, up to date, Biggest we ever saw But it will be utilized When mother makes the slaw.
—Commercial Appeal.

The crop of cabbage, up to date, May aptly be described as "some," One head we'll miss as sure as fate When Doctor Dumba sails for home.
Hopkinsville (Ky.) New Era.

The crop of cabbage, up to date, Is a hummer so they state; But when Ohio cuts her kraut There'll not be enough to brag about.
—Canner and Dried Fruit Packer.

This crop of cabbage may be great. The flavor may be sweet and nice. But what I'm wond'ring, up to date, Is more along the line of price.
—Canadian Grocer Scribe.

FRUITS AND VEGETABLES

(Continued from page 130.)

WINNIPEG

FRUITS AND VEGETABLES.—

Heavy shipments of potatoes have led to a decline of 5 cents per bushel both in loads and car lots. Outside of this there is no change of importance to note. Rhubarb is off the market and imported cucumbers higher in price are taking the place of local stuff.

Fresh Fruits—		
Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 20	0 27
Ontario pears, per basket	0 40	0 60
Tokay grapes, case	2 50	2 50
Valencia orange, case	6 00	6 75
California lemons	5 00	5 50
Cocacnuts, dozen	1 00	1 00
Plums, case	0 75	1 10
Bananas, bunches	2 80	3 80
Cranberries, Cape Cod, bbl.	11 00	

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 06½	
Mint, per dozen	0 20	
Radishes, per dozen	0 10	
Onions, per dozen	0 10	
Cabbage, per lb.	0 00¾	
Parsley, dozen	0 15	
Peppers, per basket	0 75	
Mushrooms	0 25	
Carrots, per pound	0 01	
Head lettuce, dozen	0 40	
Cucumbers, per dozen	0 75	
Caniflower, per dozen	1 30	
Garlic, lb.	0 25	
Potatoes, bushel	0 55	0 50
Turnips, bushel	0 45	0 45



FLOUR AND CEREALS



Flour Firmer: Feeds Lower

Toronto Reports Advance in Ontario Flour—Export Demand Has Caused Some Neglect of Domestic—Consequently Firmness is Apparent—All Feeds Lower With Poor Demand—Rolled Oats Slightly Stronger

MONTREAL

FLOUR.—There was no change in the situation last week. Shortly after the strengthening of the wheat market had had its effect on buying there came an opposite influence, so that the advance in Manitobas which was thought possible, did not materialize. The feature of the market is a good demand for winter wheat flour for export, and some important sales have been made. Offerings from Ontario millers are much smaller than they usually are at this period of the year, but supplies appear to be ample for requirements.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	3 85
Second patents	3 35
Strong bakers	5 15
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	5 45	5 70
40 per cent. in wood	4 90	5 00
50 per cent. in bags		2 30

CEREALS.—When the oat market strengthened last week, there was a corresponding firming up in the market for rolled oats, and higher prices were expected. The market, however, was somewhat disturbed here by a wholesale house who offered bulk oats to the trade at a price practically as low as that being quoted by the mills themselves.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—	97's in jute.
Small lots	2 40
25 bags or more	2 30
Packages, case	3 90
Rolled oats in cotton sacks, 5 cents more.	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 98s, in jute.	
Rolled Wheat—	100 lb. bbls.
Small lots	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 90

FEEDS.—A further decline occurred last week in both bran and shorts, the former dropping to \$21, and the latter to \$24. There is a fairly good demand for all lines, and the market is fairly steady.

Mill Feeds—	Per ton
Bran	21 00
Shorts	24 00
Middlings	28 00
Wheat moules	29 00
Feed flour, bag	1 87½
Mixed chops, ton	31 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 85
Oats, chow, ton	32 00
Barley chop, ton	31 00

Feed oats, cleaned, Manitoba, bush	0 53
Feed wheat, bag	1 70

TORONTO

FLOUR.—The demand for flour, of all varieties, from the home market has been getting stronger and stronger, and there is now a real firmness in quoted levels. The reason seems to be that export has boomed and export orders have taken care of flour somewhat to the neglect of domestic demand. For instance, one recent order in New York called for a million bags and there have been many big export orders filled of late. This has interfered with domestic business to a certain extent, which, curiously enough, has stimulated it materially. All figures are firm. Manitobas at \$5.75 is strong, and an advance may occur. Ontario winter wheat flour is up and we now quote \$4.80, which is a marked advance on recent levels. One reason for this is the scarcity; farmers are busy in other ways and are not delivering. Coupled with this the bigger demand means the firmer market.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.		
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots..	5 00	4 80

CEREALS.—Consequent upon the firmness felt in rolled oats, reported last week, the market has advanced slightly, and we now quote \$2.50. This may be shaded. We hear of some selling at ten cents lower than this and the market has no great strength at this writing. Other cereals pursue the even tenor of their way, with no feature, and no price change.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15
Corn flour, 98 lbs.	2 55
Commeal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	2 50
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	2 75
Oatmeal, granulated, 98 lbs.	2 75
Peas, Canadian, boiling, bush.	2 45
Peas, split, 98 lbs.	2 50
Rolled oats, 90-lb. bags	2 40
Rolled wheat, 100-lb. bbl.	3 10
Rye flour, 98 lbs.	2 80
Whole wheat flour, 98 lbs.	2 50
Wheatlets, 98 lbs.	2 85

FEEDS.—Bran, shorts and middlings all suffered a decline this week. There is

no strength to the market and the demand is poor. We now quote a decline of two dollars on our last levels.

Mill Feeds—	Mixed cars, per ton
Bran	30 00
Shorts	22 00
Middlings	24 00
Feed flour, per bag	1 50
Oats—	
No. 3, Ontario, outside points	0 36

WINNIPEG

FLOUR AND CEREALS.—The flour trade is somewhat unsettled as wheat has had wide fluctuations during the past two weeks. Both export and domestic trade are dull. Cornmeal has declined 15 cents per sack.

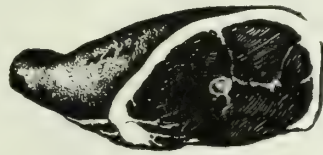
Flour—	
Best patents	5 90
Bakers	5 30
Clears	4 60
XXXX	3 50
Rolled oats, 80 lbs.	2 20
Oatmeal, standard and granulated, 98 lbs.	2 70
Cornmeal	2 25

THE FRUIT JAR TRADE

Now that the fruit season is pretty well over, it is interesting to observe that owing to low price of certain fruits, as, for instance, peaches, the demand for preserving jars has been unusually large. More sugar has been sold for this purpose, too, than for many years past. Business in jars will require watching in coming years if the grocer is going to capture this trade. It has been noticed that dealers in other lines are very anxious to have it, as evidenced by the large displays of jars seen in front of their stores all over the country, especially in rural districts.

Sheldon says: "Service is the bugle call to high endeavor. It is the most potent word that man has ever coined—service. Study what it means and you will think so, too. Certain ingredients are cause. Tea and coffee are effect. Service is cause. Money is effect. In final analysis all business is service, and, remember well the grand truth that he profits most who serves best, be that an individual or an institution."

ROSE HAM AND BACON



Every good housewife
knows them by the
name on the rind

—knows them by the continued consumer publicity we have carried on.

Whether you have calls for Rose Brand, or just ham and bacon, your patrons will appreciate and recognize your efforts to please them by supplying the brand well known to them—the brand whose reputation sets an unbeatable standard

Rose Brand ham and bacon are English-cured, which ensures products that are of tender, juicy texture, yet crisp and appetizing.

Our service, backed by our centrally-located distribution points, is your guarantee of satisfactory delivery.

Place a trial order to-day.

MATTHEWS - BLACKWELL, LIMITED

TORONTO
WINNIPEG

MONTREAL
SYDNEY, C.B.

HULL

PETERBORO
FORT WILLIAM

BRANTFORD
SUDBURY

Produced *from* Canada's Finest Wheat

Made in Canada

The great question of how to market Canada's 1915 wheat can be partially solved by pushing the sale of

L'Etoile Macaroni

(Star)

Hirondelle Macaroni

(Swallow)

They are made from the finest Canadian Manitoba Hard Wheat, produced by experts with the best facilities possible in our well-equipped and most modern factory.

Order your stock now, display and push it this Fall and ensure satisfactory business for yourself, and an economical food for your patrons.

Order from your wholesale.

C.H. Catelli, Limited

MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Size.	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack.	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum Jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85
Aylmer 14's and 30's per lb.		
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16
COUPON BOOKS—ALLISON'S.	
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal.	
\$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.	

UN-NUMBERED.

100 books and over, each 0 03 1/2
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, 1/4 cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

WHITE SWAN

Biscuit Flour (Self-rising)	Per case
2 doz. to case, weight 70 lbs.	\$3 06

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	6 90
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 25
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
--	------

Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27



The Big, Good Laundry Soap

AMONG the complete line of soap products which Procter & Gamble are making in the new factories at Hamilton, Canada, Gold Soap is designed to be the leader of yellow soaps just as Ivory is the leader of white soaps.

There has been an immediate demand for Gold Soap wherever introduced. It already enjoys a very large sale. Its extra large size and its superior cleansing value have made it appeal instantly to housekeepers.

If it is your aim to stock products which give your customers the most value and satisfaction you need Gold Soap at once. It is a revelation in quantity and quality.

The Procter & Gamble Distributing Co.

OF CANADA, LTD.

HAMILTON, CANADA

Send for Gold Soap advertising matter for your local use.

Other Procter & Gamble products being made at Hamilton, Canada, include Ivory Soap, P. AND G.—The White Naphtha Soap, Sopade, Pearline and Crisco.

We have just unloaded a car of
Extra Fancy Emperor Grapes
 DIRECT FROM CALIFORNIA

These grapes are the finest grown and are put up in kegs, same style as Malagas. 32 lbs. of grapes to the keg.

Let us put away 25 kegs of these for you for future selling.

They will keep well and open up at Xmas in first-class shape.

We will give you a very close price on 25 kegs. Ask us to quote.

We also have a large assortment of

Extra Fancy Malaga Grapes

Call around and pick out the line you like best.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH and NORTH BAY

HAMS

Take note of the difference between the price of Hams and the price of Bacon.

Tell your customers about it and let them profit in the lower cost of good living.

You will do them good and increase your sales.

Ask for "Star" Brand.

F. W. Fearman Co., Limited

HAMILTON

ESTABLISHED 1854

Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking)	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.	
BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each, 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each, 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 50
"Reindeer" Coffee and Milk, "small" each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 50

COFFEE.	
WHITE SWAN SPICES AND CEREALS, LTD.	
WHITE SWAN.	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.	
MELAGAMA COFFEE.	
Ret.	Who.
30c 1s, 1/2's, B. or G.	0 25
40c 1s, 1/2's, B. or G.	0 32
45c 1s, 1/2's, B. or G.	0 34
50c 1s, 1/2's, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 60 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)	
M. Bean or Gr.	0 28
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 25
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb tins.	

FLAVORING EXTRACTS.	
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.	
1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.	
CRESCENT MAPLEINE.	
Special Delivered Price for Canada.	
Per 60's.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10.	7 50
Gallons, each, retail each \$18.	14 50

GELATINE.	
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.	
Compressed Corned Beef, 1/4's, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4's, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4's, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4's, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/4's, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4's, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/4's, \$1.90.	
Sliced Smoked Beef tins, 1/4's \$1.65; 1s, \$2.65; 4s, \$13.50.	

"We Are Fishing for Your Business"

Fish and Oysters

EVERY DAY IN THE YEAR

We are producers as well as handlers and therefore can ensure best quality and freshest stock.

We can supply the most select oysters, bulk and shell; Malpeques, Cape Cods and blue points. Absolutely no water, ice, or other liquid is added, thus giving full weight of oysters.

Our Dominion-wide distribution guarantees stock being always fresh and pure. Our delivery service is such as to positively assure the retailer of a clean, fresh supply of fish always being on hand.

Our plant, the most modern and up-to-date fish warehouse in Canada, is equipped with all that goes to produce the "Quality" fish foods that create and maintain bigger business for the dealer.

Our stock is always complete, comprising oysters, haddies, kippers, fillets, bloaters and prepared fish of every variety. This stock contains nothing but the very choicest pick of the best catches in one of the finest fishing grounds on the Continent.

Get in touch with us if you appreciate quality goods and our unbeatable delivery service. Five long distance telephones are at your service.

Call us up to-day.

Leonard Brothers

20-26 Youville Square - MONTREAL

Branches :

ST. JOHN, N.B.

WEST PORT, N.S.

GRAND RIVER

GASPE, QUE.



And Now for Jams

Our 1915 pack is complete and ready for the trade. The E. D. S. high standard is, as ever, in evidence and the values make for big 1915-16 business.

The E. D. S. standard calls for the best that money, experience and unequalled fruit-growing facilities can command.

It is Canadian-made Jam, made from the famous Winona small fruits in our most modern, sanitary factory by expert Canadian operators and under strict supervision.

E. D. S. Jams, Jellies, etc., are the Acme of Purity.



Order now and reap the benefit of E.D.S. popularity and our extensive advertising.

Made only by

E. D. Smith & Son, Limited
WINONA, ONTARIO

6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08%
Kegs, extra large crystals, 100 lbs.07%
Canadian Electric Starch—
Boxes, containing 40 fancy pkgs., per case 3 00
Celluloid Starches—
Boxes containing 45 cartons, per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06%
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07%
"Crystal Malze" Corn Starch—
1-lb. pkts., boxes of 40 lbs. .07%
(20-lb. boxes ¼c higher than 40's)

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96) \$ 3 20
1 lb. packages (60) 3 20
½ lb. packages (120) 3 40
1 lb. 30 } Packages, Mixed 3 30
½ lb. 60 }

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case...\$2 65
5-lb. tins, 1 doz. in case... 3 00
10-lb. tins, ½ doz. in case... 2 90
20-lb. tins, ¼ doz. in case.. 2 85
Barrels, 700 lbs. 3%
Half barrels, 350 lbs..... 4
Quarter barrels, 175 lbs.... 4%
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 40
3 lb. Perfect Seal Jar, 1 doz. in case 2 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 3 00
5-lb. tins, 1 doz. in case... 3 35
10-lb. tins, ½ doz. in case.. 3 25
20-lb. tins, ¼ doz. in case.. 3 20
(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFINING CO.
Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case...\$3 60
Barrels 0 04%
½ barrels 0 05

CANNED HADDIES. "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases, 4 doz. each, flats, per case\$5 40
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case ... 4 70

SAUCES

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 2 25
H. P. Pickles—
Cases of 2 doz. pints..... 3 35
Cases of 3 doz. ¼ pints.. 2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

Polish, Black and Tan Doz. 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale. R't
Brown Label, 1s and ½s .33 40
Blue Label, 1s, ½s, ¼s .40 50
Red Label, 1s and ½s .40 60
Gold Label, ½s54 70

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's \$2 15
4's 0 35
5's 0 42
7's 0 60
30's, wood 0 06
12-oz. glass jar 1 15
Tumbler, glass 0 85

MARMALADE.

2's, per doz. \$2 30
4's, per pall 0 40
5's, per pall 0 45
7's, per pall 0 65
30's, wood, lb. 0 08%
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00
Prices subject to change without notice.

MINTO BROS., Limited,
Toronto.

PRICE LIST

MELAGAMA TEA.

Retail. Whole
40c 1s, ½s, B.M.G. & J. 0 33*
10c pkgs., B.M.G. & J., each 0 08%
5c pkgs., B.M.G. & J., each 0 04%
50c 1s, ½s, ¼s, B.M.G. & J. 0 38*
60c 1s, ½s, ¼s, B.M.G. & J. 0 42
80c ¼s only, B. or M.. 0 55
1 00 ¼s only, B. or M.. 0 70

MINTO TEA.

40c 1s, ½s, B. Mxd., G. & J. 0 33*
50c 1s, ½s, B. Mxd., G. & J. 0 40*
*Denotes price changes.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.... 1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED,
EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. \$0 60
Bobs, 6s and 12s, 12 and 6 lbs. 0 40
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. 0 44
Currency, 6s, ½ butts, 9 lbs. 0 40
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. 0 45
Walnut Bars, 8½s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes 0 60
Pay Roll, thin bars, 8½s, 5 lb. boxes 0 65
Pay Roll, plug, 8½s, 12 and 7 lb. caddies 0 65
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs. 0 56
Great West, pouches, 9s 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 85
Forest and Stream, ¼s, ½s, and 1-lb. tins 0 80
Forest and Stream, 1-lb. glass humidors 1 00

To the Wholesale Trade Only:

WEST INDIA COMPANY LIMITED

St. Nicholas Bldg. - - Montreal

Affiliated with
Sandbach, Tinne & Co., 3 Cook Street, Liverpool,
(Established 1803)

Sandbach, Parker & Co., Demerara, B. Guiana,
(Established 1782)

We represent the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and enquiries for all descriptions of West India produce.

SUGARS MOLASSES CATTLE FOOD
PIMENTO GINGER NUTMEGS
COCOA COFFEE
COCOANUTS, Etc., Etc.

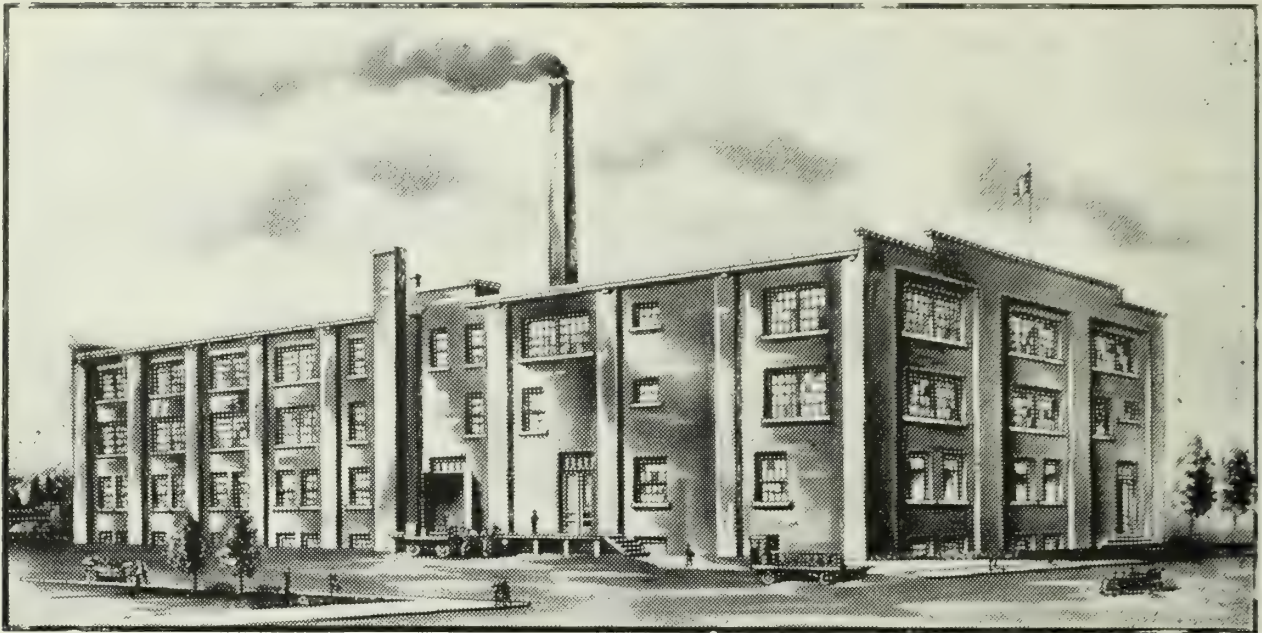
We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

RICE, SAGO, TAPIOCA, PEPPER, CINNAMON and other Spices, WALNUTS, PEANUTS and all nuts for Confectionery purposes, and grocery specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

OUR NEW FACTORY

The Largest and Best-Equipped Computing Scale
Factory in the British Empire



Where Brantford Scales and Brantford Slicers Are Made

The satisfaction our products have given, and the phenomenal demand among Canadian retailers for an efficient Canadian made machine, has made this up-to-date factory a necessity as well as a possibility.

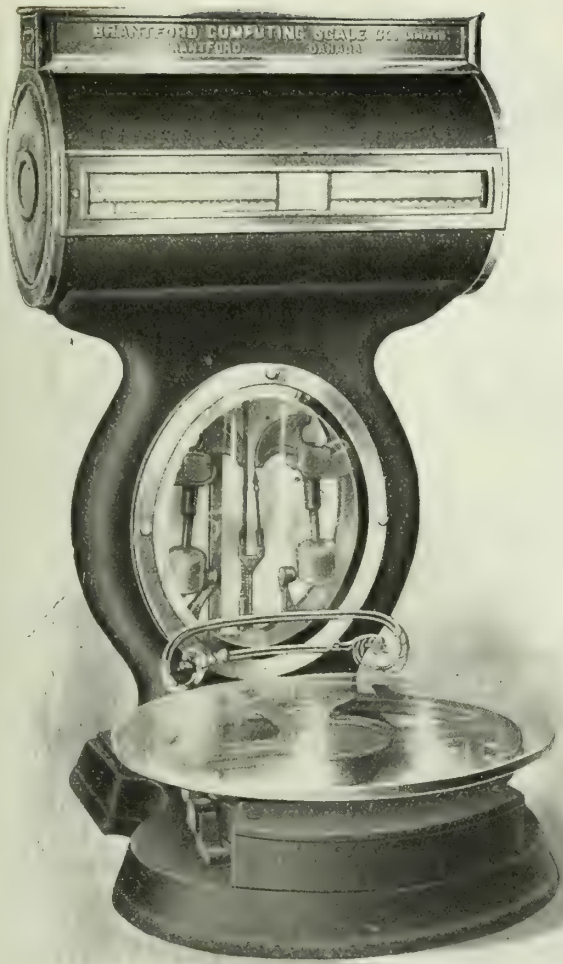
The Grocer and Butcher of to-day is an entirely different man to the Grocer and Butcher of forty years ago. HE REALIZES the necessity of up-to-date Computing Scales, because they save him time and make him money. HE REALIZES that BRANTFORD SCALES are specially designed for Canadian Merchants, and are being used by the brightest and most up-to-date concerns. HE REALIZES the importance of spending his money in Canada, which means more money for Canadian mechanics and more money for Canadian merchants.

THE ROBERT SIMPSON COMPANY'S NEW MEAT AND PROVISION DEPARTMENT is shown in this issue on Pages 98, 99 and 100. This department is entirely equipped with BRANTFORD SCALES and SLICERS. **THEY HAVE BEEN LOOKING FOR THE BEST. THEY GOT IT.** We would be glad to furnish you with the names of hundreds of satisfied customers.

WRITE US.

The Brantford Computing Scale Co., Limited

BRANTFORD - - - CANADA



THE BRANTFORD Double Pendulum Cylinder Scale

AGATE BEARING

Does away with all your past troubles in Scales of this type.

Has many advantages—so many that we haven't the space to tell you here. Write us.

We have all sizes of Fan Scales for all purposes from 2 to 40 lbs.

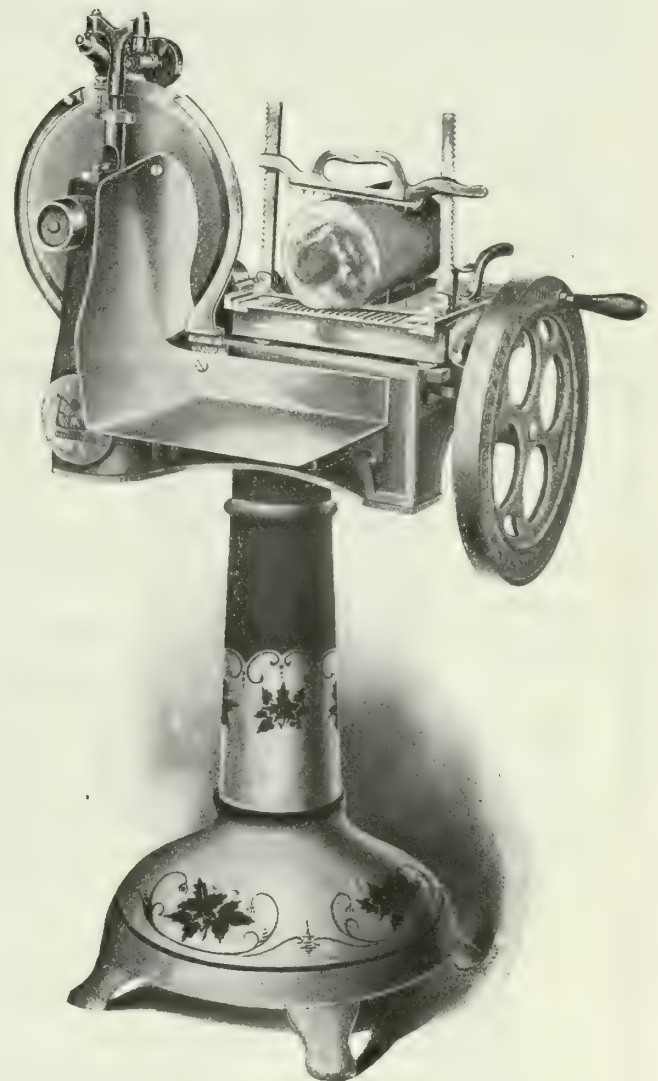
THE BRANTFORD SLICER

Increases your sales and prevents waste.

Brings new customers and holds the old ones.

Cuts all cooked meats and bacon to the last slice.

Write us for our illustrated catalogue in colors.



The Brantford Computing Scale Co., Limited
BRANTFORD - - - CANADA

New Profits for You

You can add a new source of profit to your business by selling

Sani-Flush

Cleans Water-Closet Bowls

Something every one of your customers living in a home with plumbing equipment needs. Magazines reaching nearly four hundred thousand homes in Canada are making your trade familiar with this preparation. Nothing else compares with it for cleaning vitreous china toilet bowls and keeping them sanitary and odorless.



By writing us that you have Sani-Flush for sale, you get special selling assistance.

The HYGIENIC PRODUCTS CO.
CANTON, OHIO, U.S.A.

Grocery Jobbers who sell Sani-Flush:

Ontario

John Sloan & Co., Berlin.
Geo. Watt & Son, Ltd., Brantford.
Gilmour & Co., Brockville.
Macpherson, Glassco & Co., Hamilton.
Edward Adams & Co., Ltd., London.
The F. J. Castle Co., Ltd., Ottawa.
Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Samia.
W. H. Gillard & Co., Sault Ste. Marie.
Perkins, Ince & Co., Toronto.

Eby-Blain, Ltd., Toronto.

J. E. Smyth Co., Windsor.

Manitoba

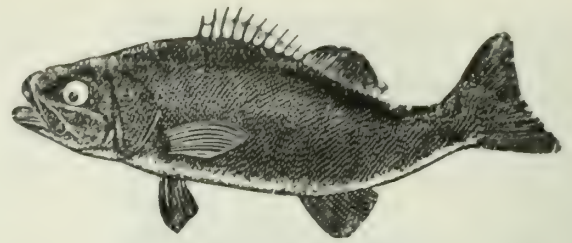
The Codville Co., Ltd., Brandon.
The Codville Co., Ltd., Winnipeg.
The G. McLean Co., Winnipeg.

Saskatchewan

A. Macdonald Co., Saskatoon.

Alberta

Revillon Wholesale, Ltd., Edmonton.
British Columbia
The Hudson's Bay Co., Vancouver.



Port Arthur, Ont.

47 William St.,
Montreal, Que.

Fish! Fish! Fish!

NOW is the time to see about your supply of
SALTED and FROZEN LAKE HERRINGS.

QUALITY UNSURPASSED

Can supply any quantity. Special prices in car lots.

Experienced handlers and producers of fresh, frozen, salted and cured fish.

Do not delay, but write for prices at once.

J. Bowman & Co., 26½ Duncan St.

Wholesale { Fish
Dealers

Toronto, Ont.

BLACK JACK

**QUICK
CLEAN
HANDY**

¼-lb. tin—
5 doz. in case



TRY IT

**SOLD BY
ALL
JOBBERS**

Advertising is an insurance policy against forgetfulness. Stopping an advertisement to save money is like stopping a clock to save time.—it compels people to think of you—Galveston News.

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For Prices, etc., Write To-day

**CARR & CO. CARLISLE
ENGLAND**

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man.; A. N. Cowdry & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

SAFE INVESTMENTS

We firmly believe that at to-day's prices dried fruits are good buying. We have stocked heavily in anticipation of higher prices, but we have quoted, and still quote, interesting prices for future or spot stock on:

Prunes:	30/40 to 70/80	-	-	25 lb. boxes
"	80/90 to 90/100	-	-	50 & 25 lb. boxes
Peaches:	Slabs	-	-	50 lb. boxes
"	Choice	-	-	50 & 25 lb. boxes
"	Fancy	-	-	25 lb. boxes
Raisins:	Choice Seeded	-	-	12 & 16 oz. cartons
"	Fancy	-	-	16 oz. cartons
"	Seedless	-	-	10 & 16 oz. cartons
"	2, 3 & 4 cr. Muscatels in	-	-	25 & 50 lb. boxes
"	Greek Valencias	-	-	30 & 60 lb. boxes
"	California Valencias	-	-	50 lb. boxes
Apricots:	Choice	-	-	50 & 25 lb. boxes
"	Fancy	-	-	25 lb. boxes
California Figs		-	-	50 lb. boxes
"	"	-	-	10 lb. boxes

SALMON

Golden Link Brand, fancy quality Sockeyes - - - \$9.00 a case

We could not buy to-day ourselves under our quotations.

Awatto Brand, extra quality, Northern Pinks - - - \$4.25 a case

A good retailer at 2 tins for 25c.

FREIGHT PAID ON 5 CASES OR MORE, ONTARIO AND QUEBEC

Phone or wire your requirements at our expense

S. J. MAJOR, LIMITED

ESTABLISHED 1879

Wholesale Grocers and Wine Merchants - - - OTTAWA, CANADA

SOUPS! SOUPS! SOUPS!

MERCHANTS!

WHOLESALEERS!

JOBBER!

AND MANUFACTURERS' AGENTS!

Are demanding "MADE-IN-CANADA" Goods

"CANADA SOUPS"

Makes
5
Bowls
for
5
Cents



Packed in Powdered Form in Attractive and Convenient Cartons
MADE IN CANADA

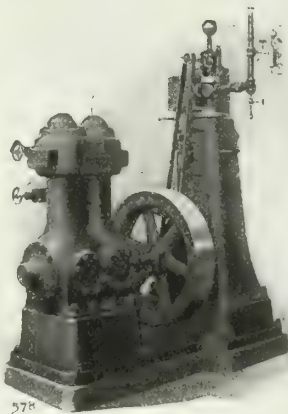
BY CANADIAN LABOR

AND CANADIAN MONEY

Bigger Profits! and a Bigger Seller!

WE SOLICIT YOUR ENQUIRY

CANADA FOODS LIMITED - TORONTO



"YORK"
ICE MACHINES

of above design, cool the new
ROBERT SIMPSON CO. MARKET
described in this issue.

Installed by
Canadian Ice Machine Co.

Limited
82 Chestnut St., TORONTO
Branches: MONTREAL, WINNIPEG

CONCORD
NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling
CONCORD? Order
from your wholesaler
TO-DAY.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
H. C. Janion, Vancouver, B.C.

Right Goods When You Want Them

The Service
That
Counts

Glance
Over This
List For
Immediate
Needs

CALIFORNIA FIGS—Bricks and layers.

CALIFORNIA and OREGON PRUNES — All
sizes, 25 lbs., faced.

CALIFORNIA SEEDED RAISINS—Choice No.
16.

CALIFORNIA EVAPORATED FRUITS —
Apricots and Peaches.

CALIFORNIA LOOSE MUSCATELS—3-crown,
50 lbs.

CALIFORNIA LOOSE SULPHUR-BLEACHED
SULTANAS.

CALIFORNIA CHOICE LIMA BEANS in bags.

PRIMUS BRAND PAR EXCELLENCE.

Canned Fruits and Vegetables — Very finest
quality.

CURRANTS, VALENCIAS, RAISINS, NUTS,
SEEDLESS RAISINS to arrive.

LARGEST ASSORTMENT.

CORRECT PRICES. PROMPT SERVICE.

WE HAVE THE GOODS—GET OUR PRICES.

L. Chaput, Fils & Cie, Limitée

—WHOLESALE GROCERS AND IMPORTERS—

2, 4, 6, 8, 12 & 15 DeBresoles St.

MONTREAL

—Established in 1842—

Quart Jar



Holds 3 pounds

"CROWN BRAND" in GLASS JARS Ready to Ship

Yes, we have caught up with the demand and have a supply on hand, ready for immediate shipment.

But don't wait—order through your wholesaler at once—and make sure of getting all the jars you need.

Grocers everywhere are delighted with this new package. It pleases their trade and pays a good profit.

Order through your Wholesaler.

The Canada Starch Co., Limited
MONTREAL

Scout Brand Sardines



Packed in the most sanitary and up-to-date factory in the world, by the Lane-Libby Fisheries Company, at St. Andrews, New Brunswick. Roll-top key opening tins, paper wrapped, to retail at 5c per tin.

The package and the price are so attractive that the goods only have to be displayed in order to make sales. The quality is far superior to anything ever offered in the way of a domestic sardine.

The attractive package attracts customers; the price appeals to them and the quality assures you a repeat business. Get started; place your order with your wholesale house now.

Prepare for the increased call for

JAPAN TEA

which will result from the national advertising campaign to be launched immediately through the columns of the big national papers.

Stock up now with this wholesome, pure tea from the Isle of Japan.

ORDER FROM YOUR WHOLESALE

Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

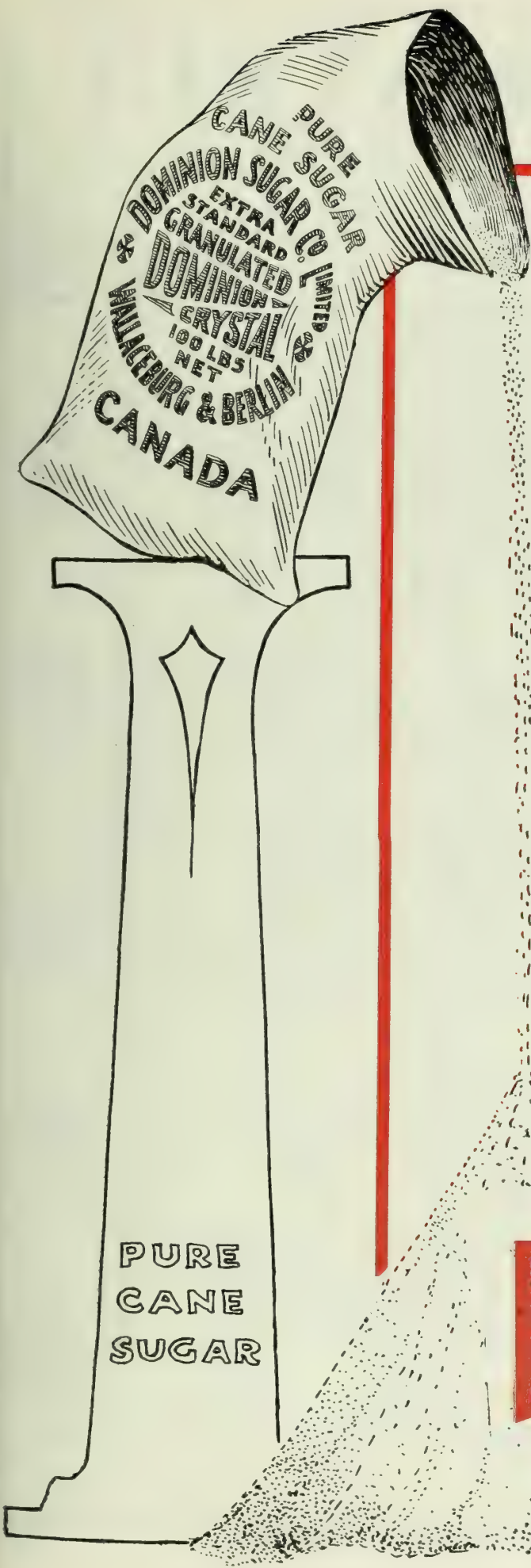
Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO



*—every grain a unit
of the greatest ■ ■
possible sweetening
power ■ ■ ■ ■ ■*

The fine high-grade quality of **Dominion Crystal Sugar** is emphasized by the fact that it has the greatest possible sweetening power of any sugar on the market to-day.

It is ideal sugar for all kinds of preserving, cooking and table purposes.

You can recommend **Dominion Crystal** to your best trade with full confidence in its superiority and its repeat business-getting qualities.

Stock up with **Dominion Crystal**.
Order to-day.

Dominion Sugar Co., Ltd.

WALLACEBURG and BERLIN

**DOMINION
CRYSTAL**

MAPLE SYRUP



Our complete list will be found on this page. Preserve for future use. Trade supplied through jobbers only; shipped prepaid to all points in Canada east of Saint Ste. Marie. We are installed in new 4 storey steel and concrete factory. Equipment, prices and service unequalled in the continent. We are at your disposal.

Complex document containing multiple columns of text, tables, and various logos/seals. The text includes product descriptions, prices, and company information. Logos include 'SHERBROOKE', 'OTTAWA', 'PARIS', 'GLASGOW', 'LONDON', 'WOLVERHAMPTON', and 'SHERBROOKE'.

Your chance for larger profits lies in *Bulk Teas*

—and it's more than a fighting chance too, for bulk teas cost less than packaged, and by careful handling can be made to produce actual net profits far in excess. Then there's an added advantage in creating an individuality for your tea department — associating your name with expert tea blending and better quality.

We select cup quality in the

Finest Black Teas CEYLONS AND INDIANS

Our new season **JAPANS** are now all in store, and the values we are offering are doubling our sales the past three months.

We will suit your trade and help you build a tea name for yourself.

Prompt and careful attention given to all mail enquiries for samples and price.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter Street, Montreal

ESTABLISHED 1874

IN THE INTERESTS OF CURRANT BUYERS

All Currants packed and exported from Greece by the undersigned are selected and packed under the personal supervision of P. G. MACRIS, whose entire business career has been spent in the Currant industry, and whose experience, judgment and skill are absolutely unique. As a guarantee that the quality of each grade packed by our firm is unquestionably the finest to be obtained during the season from the district of growth, every case will, hereafter, be stencilled—

MACRIS CURRANTS

In Canada, and all other markets of the world, this stamp on the case will be the buyer's safeguard that the Currants are uniformly true to name, uniformly the best quality of its grade and uniformly packed and cleaned under scrupulously sanitary conditions.

GALANOPULOS AND MACRIS

SUCCESSORS TO W. MEYER & COMPANY

Packers of the highest grade Currants from every district in Greece.

PATRAS, GREECE



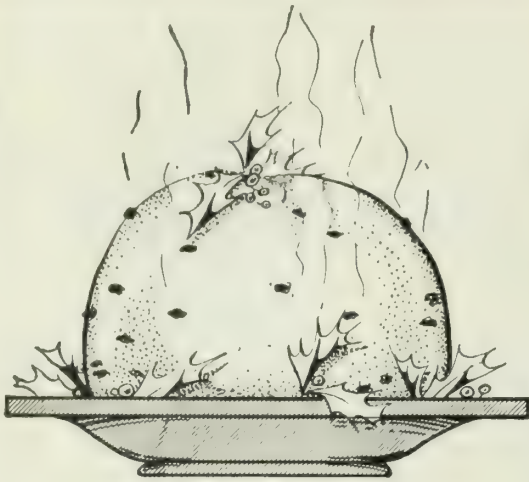
Little
Miss
"MAIDEN"
CANADA

Registered

—Take the time to look into

COWAN'S
Perfection
COCOA

—You will find it to be unexcelled.



No. 1—60 cents.



No. 2—40 cents.



No. 3—60 cents.



No. 4—50 cents



No. 5—40 cents



No. 6—40 cents

These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

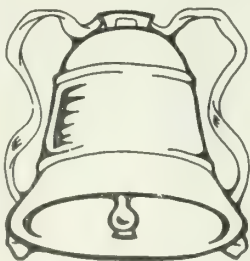
Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

CANADIAN GROCER, 143 University Ave., Toronto



No. 8—40 cents



No. 7—10 cents



No. 9—40 cents.



No. 10—60 cents.



No. 11—50 cents.

Costs More——Worth It

The consumer of flour asks for PURITY in spite of its higher price because she knows it is a superior product.

Why not cash in on this knowledge?

PURITY FLOUR

More Bread and Better Bread

WESTERN CANADA FLOUR MILLS CO., LIMITED

Millers to the People

29

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ./. HAMILTON



Tell every customer this—

"Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall's Chocolates and Candies."

Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

SPECIAL PARCELS OF CANDIES

on which they will pay the postage without any extra charge. The following are suitable for posting, and every article is handy for the pocket:

SPECIAL \$1.25 PARCEL

contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls' Eyes, British Toffee and Pine Lozenges.

SPECIAL TWO DOLLAR PARCEL

contains:

Solid Blocks of Milk and Vanilla Chocolate, Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee. Also Pine Lozenges and Freshettes.

SPECIAL FIVE DOLLAR PARCEL contains:

1-lb. and ½-lb. Solid Cakes each of Milk and Vanilla Chocolate. 2 Large Tins each of British Toffee, Broadway Toffee, and Acid Drops. 1 Large Tin each of Mixed Fruit Drops and Lime Juice Drops. Also Mint Bulls' Eyes, Pine Lozenges and Freshettes.

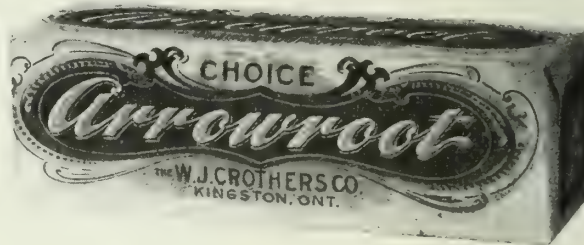
Ask to see them at the Store. Pascall's pay the Postage.

PASCALL'S
LONDON, ENGLAND

REPRESENTATIVES FOR CANADA

C. H. Cole, 33 Front Street East, Toronto, and 501 Read Bldg., Montreal; Angevine & McLaughlin, St. John, N.B., and Truro, N.S.; W. H. Escott Co., Ltd., 181-183 Bannatyne Avenue, Winnipeg; H. A. Lound & Co., 515 Hamilton St., Vancouver; R. G. Ash & Co., St. John's, Newfoundland.

To the Customer
of Particular
Tastes



CROTHERS' FANCY BISCUITS

have an irresistible appeal. Crisp, mouth-melting morsels of dainty deliciousness, they fully meet her exacting idea of what a really good biscuit should be.

Suggest to her the Meadow Cream Sodas, "Graham Wafer" or the "Arrowroot" and you've added another steady and enthusiastic customer to your list.

Crothers' Biscuits open up with the same crispness as when they came from our ovens. We will gladly send you a trial shipment. Write us to-day, sure.

The W. J. Crothers Co., Limited - - Kingston

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

2500 to 3000

Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car. 45,000 pounds.

A. M. TARRABAIN & BRO.,
9943-5 Whyte Ave. E., Edmonton, Alta.

GROCERY BUSINESS IN LIVE TOWN OR city—turnover from \$12,000 to \$25,000. Would purchase property if suitable. H. E. Henry, 13½ Lyman Street, St. Catharines, Ont.

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll

Ontario

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES
by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO

COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO. ONT. GEO. J. CLIFF, Manager

FOR SALE

Fancy Creamery Butter, Selected Eggs, Fancy Dressed Poultry. Grocer Orders our Specialty.

Mann, Laurie & Co.

Phone 1577.

London, Ont.

"The Utmost in Lemons"

Placido Costa & Co.

MESSINA BRANCH AT CATANIA

Agents for Canada Wanted

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.

Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

It Will Pay You to Send at Once.

McLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE—ONE SAVAGE TEA BLENDER, self dumper, very latest, six-chest capacity. Apply Ralph W. Humphries, Masonic Building, Guelph, Ont.

FOR SALE—A GOING GENERAL MERCHANDISE business on easy terms to right applicant. Proprietor has enlisted. Apply T. G. Barnes, Hampton, N.B. (29-5)

WANTED

GENTLEMAN—SCOTCH—AGE 35, 15 YEARS' experience West general business, desires position travelling salesman, grocery, confectionery or specialty house. Box 116, Canadian Grocer.

AGENTS WANTED THROUGHOUT CANADA for line of confectionery. Those who can carry stock preferred. Mason's, Limited, 533 King West, Toronto.

WANTED—FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. P. Harvey & Co., Windsor, Ont.

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 50% of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad. this issue. For particulars write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

BROOMS

Get Our
PRICES

American Broom Works
St. Bazile de Portneuf, P.Q.

BROOMS



WE STAND BEHIND OUR ADVERTISING



We advertise what we sell, and we sell what we advertise. In other words, we practise what we preach. "The best quality for the price" is our rule.

Take for instance our "VICTORIA" Canadian Canned Goods. These products are always of the same fine quality under a most attractive label.

The goods *are there*, therefore they will satisfy your customers. The label stands out among all others, and will consequently help you in your sales.

Every tin fully guaranteed.—*That's the kind of goods you must have on your shelves.*

VICTORIA ASSORTMENT

Tomatoes

Corn

Peas

Refugee Beans

Wax Beans

SALMON

Choice Red Sockeye
1s tall

SARDINES

Imported in pure
Olive Oil

Strawberries

Raspberries

Peaches

Plums

Pears

A sample on request



LAPORTE, MARTIN, LIMITÉE

584 St. Paul St. West

Montreal



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Do You Know About the Laporte Martin, Ltée Service?



FORTY-five years ago we decided that good service was the secret of success, and since then our business policy has ever been shaped with this end in view—to give our customers satisfaction—that genuine lasting satisfaction that can only be given by honestly selling honest goods.

The individual interest in our patrons and the service given them has made the customer of early days our customer to-day. Did our goods not possess the quality, for which the house of Laporte Martin has become famous, we could not hope to hold this splendid record. Dealers know they are taking no chances on any of our lines, while the attractive manner in which our goods are put up tends to make attractive displays and sales easy.

Our methods and our service are sure to interest you.

Our Sales Promotion Department has been of immense service to dealers everywhere. It will benefit you also.

Learn about our service by requesting samples and quotations, or better still, by sending us a trial order.

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul St. West, Montreal



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PROFITS

There are 16 ounces to a pound. If you give more you rob yourself, if you give less you rob the customer.

Can you actually measure out one hundred 4-oz. packages from a twenty-five pound pail? You're a marvel if you can. In actually selling you do not—you either cheat yourself or your customer, because every time you give overweight you give the customer the profit on the sale, and every time you give underweight you create a suspicious customer.

It pays to be accurate, and an ounce here and an ounce there are such trifles that they do not seem to matter, but it is just these odd ounces that make the difference between success and failure.

It costs more to turn out package goods. We have to pay for and stock labels, cartons, cases, etc., and if you can make more selling bulk goods and give your customers a "Square Deal" at the same time, we should be able to do the same thing. But, we know we can build up a better and bigger business by selling packages, because WE ARE DOING IT.

In considering whether you should or should not handle packages, the most important thing to bear in mind is "Profit." Packages give you an absolutely sure "Profit," and the consumer gets what she pays for—no more, no less. There is no guess-work—no spilling and no spoiling when the packages bear the cut of the WHITE SWAN and the Government Warranty for your protection and the consumer's guarantee as to purity.

The package saves your time and your money, is a labor-saving device and a silent salesman—bulk goods are neither.

We can put the packages up cheaper than you can, because we have the equipment for so doing. We stand the loss in overweight and WHITE SWAN Labels make an attractive display on your shelves. There is no question but that packages create repeat orders, because when a customer buys a package, she knows she got what she paid for, and got it in a sanitary container, and you know the value in having customers impressed with the fact that you are "on the level" and give a "Square Deal."

You pay for every ounce you buy—get paid for every ounce you sell.

We know our goods and want none but satisfied customers. Your money back if any White Swan goods are found unsatisfactory in any way.

White Swan Spices and Cereals, Limited
TORONTO, CANADA



PRACTICAL JOKING AT THE POLE.

THE NUGGET POLISH COMPANY, LIMITED

9, 11 and 13 DAVENPORT ROAD

TORONTO

ONTARIO

CANADIAN GROCER

W. CLARK, Limited



Canada's
Product



Canada's
Labor



Montreal - Canada

FEATURING — WARRANTY ON FOODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, NOVEMBER 5, 1915

No. 45

IMPORTANT

(1) Educate your consumer customer to the fact that VALUE in oysters lies not in the lowest price, but in the full quantity.

(2) Oysters to which no water is added, aside from better quantity value, also have better flavor, more nutriment, more food value, more appeal to the consumer, more selling pull.

(3) If you can induce your customer to use oysters twice a week instead of once, YOU DOUBLE YOUR SALES.

(4) Keep your oysters in receptacles that are scrupulously clean and keep them surrounded with crushed ice. Do not depend merely on the cold air of a refrigerator.

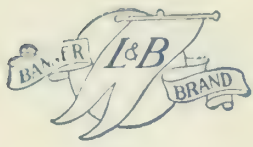
(5) We are exclusively oyster people, devoting our entire time and attention to this one thing we know best, which insures you a quality and efficiency that is unreasonable to expect from a house not dealing exclusively in oysters.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada



"Banner Brand" quality brings the Customer back for more

The delicious goodness of "Banner" Brand Jams and Jellies has won the unstinted approval of housewives everywhere.

When you sell "Banner" Brand you run no risk of disappointing a customer because of doubtful quality. Only the choicest pick of the season's fruit crop is selected for Banner Brand Jams and Jellies.

Dealers are finding the Banner Line a profitable one to feature. Have you tried its selling qualities yet?



Lindners, Limited

BRAMPTON

CANADA



All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.



GOVERNMENT WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person, or persons, found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

WHITE SWAN SPICES & CEREALS, Limited
TORONTO, CANADA

**THIS FORM OF PROTECTION ACCOMPANIES EVERY SALE
OF WHITE SWAN FOOD PRODUCTS**

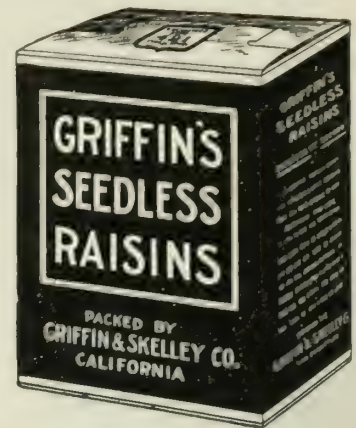
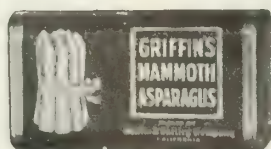
White Swan Spices and Cereals, Limited
156 PEARL ST., TORONTO, CANADA

"Griffin's" for the Christmas Season

QUALITY Lines For QUALITY Trade

The pre-Christmas demand for "quality" goods has always been a distinct gain for Griffin and Skelley lines. Whether for Seedless Raisins, Canned Goods, Asparagus or Dried Fruits the Griffin and Skelley brands fill the demand for *really fine quality goods*.

The initial order always results in continued business and absolute satisfaction.



"Griffin & Skelley" on these goods mean the best goods shipped from California.

Canned Apricots, Peaches, Pears, White Cherries, Black Cherries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries and Pineapples.

Order now.

Open the road to the "quality" trade of your town by introducing Griffin's Seedless Raisins this season to your customers who are not using them.

Interest those who are not your customers by displaying "Griffin's Seedless Raisins" in your windows—draw attention to their superior quality.

Your wholesaler can supply you.











When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

You give your customers—
 Goods Made in Canada—
 from Canadian Materials—
 by Canadian Employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
 Warehouse:—Toronto













11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins

"IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-
cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO



BEANS

Simcoe Brand comes in all the popular styles

—a style for every taste, for every requirement; a size for every family and in the one high-grade quality for rich and poor alike.

There is but one quality in Simcoe Brand Baked Beans and that quality is the very best that the finest Ontario Gardens, the best facilities and labor in the most modern and cleanly factory can produce.

Simcoe Brand Baked Beans have that rich, nutty flavor so much desired in this food. It's the flavor that has made New England famous throughout America for her Baked Beans.

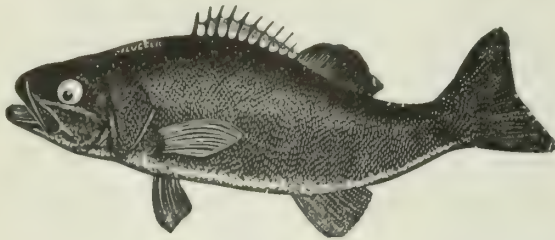
Now you get it right in Canada in Simcoe Brand. It's all in knowing how.

Order your winter's supply to-day.

DOMINION CANNERS, Limited
HAMILTON, ONTARIO

Port Arthur, Ont.

47 William St.,
Montreal, Que.



**NOW is the time to see about your supply of
Salted and Frozen Lake
Herrings**

QUALITY UNSURPASSED

Can supply any quantity. Special prices in car lots.

Experienced handlers and producers of fresh, frozen,
salted and cured fish.

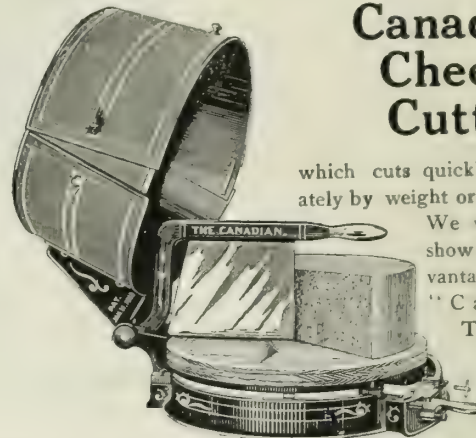
Do not delay, but write for prices at once.

J. Bowman & Co., FISH DEALERS
26 Duncan Street TORONTO

**You are losing money
on your cheese sales**

if you haven't got a reliable cutting machine. You can eliminate the risk of dissatisfying a customer and absolutely prevent loss through wastage, scraps, etc., by installing the

**Canadian
Cheese
Cutter**



which cuts quickly and accurately by weight or money value.

We would like to show you all the advantages of the "Canadian."

There is no obligation incurred. Ask us to-day.

The CANADIAN Open

The Computing Cheese Cutter Co.
WINDSOR, ONT.

**Let us convince you,
Mr. Grocer**

Did you ever stop to consider what a loss of profit you suffer through sloppy and inaccurate measuring of coal oil?

The slopping over, the dripping, the time waste, odor, etc., must have often caused you to wish for some simple, clean and accurate oil-measuring system such as we offer you in the

**WAYNE
Oil Tank**

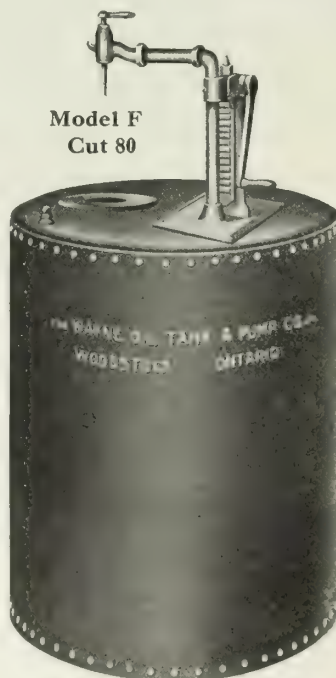
which eliminates all the ugly objectionable features from coal oil handling.

The Wayne measures quickly, cleanly and accurately — no drip, no mussy floor, no waste of profits. And, don't forget — you can keep it on any floor in your store, as its construction makes oil odors, or risk of fire impossible.

Let us convince you then that installing the Wayne System in your Store will mean a saving of many dollars. Write us to-day.

The Wayne Oil Tank and Pump Co., Limited
WOODSTOCK, ONT.

Model F
Cut 80



Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

**We have a new money-
making proposition that will
put dollars in YOUR cash
drawer.**

Our Bee Brand specialties, with their country-wide reputation for exceptional value, are fast becoming the housewife's particular favorites. Grocers everywhere are cashing in on our special dealer proposition. A postal card to us to-day will bring you full particulars. Well worth investigating.



The Bee Starch Co., Montreal

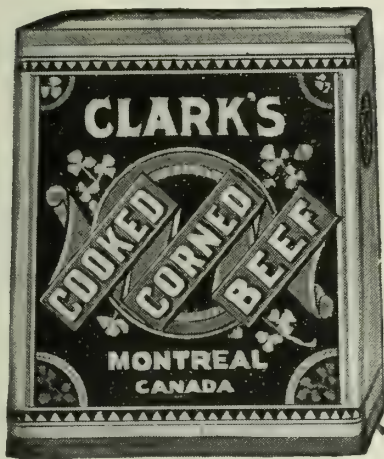
POTATOES FOR SALE
Car Lots, Loose or Sacked

**WE ARE SUPPLYING MANY ONTARIO
MERCHANTS**

WIRE FOR QUOTATIONS

BROWN FRUIT COMPANY
EDMONTON, ALBERTA

CLARK'S COOKED CORNED BEEF



Sizes
 $\frac{1}{2}$, 1, 2,
6 and 14



If you want NEW business, if you
want REPEAT business, if you
want INCREASED business, Mr.
Grocer, carry and display Clark's.

They have the REPUTATION,
the QUALITY and the SALE.

W. CLARK, Limited, Montreal

Clark's

The Best Process

You can grind up a mixture of wheat, and barley, and hay, and call it a "breakfast cereal," but you can't make

Shredded Wheat

that way. The shredding process is the best process ever devised for making the whole wheat grain digestible in the human stomach—but it doesn't permit us to use anything but perfect, cleaned grains of whole wheat. All broken, defective grains are discarded. There is but one Shredded Wheat; it stands alone, unique among cereal foods. No free deals—no premiums—just a good, steady profit from a steady demand which we create through continuous, persistent educational advertising.



80-L

MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls - Ontario

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada



Libby's

Food Products

You can be grocer to the best class of trade by showing Libby's goods and talking the quality points of the many Libby varieties.

Libby, McNeill & Libby, Ltd., of Canada

Guelph, Ontario



Insure your Business

The belief in the quality of your goods, the efficiency of your service and the fairness of your prices, creates the goodwill which brings customers again and again to your shop.

The goodwill of your customers is beyond price. You can insure it in greater measure by recommending

GIPSY

Stove Gloss

GIPSY is bought for the energy it saves, the intense blackness it gives, and the lasting brilliance it produces. In a word for its *all-round excellence*.

Why be out of stock, and compel intending purchasers to buy elsewhere?

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg. Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.



Golden Wax Beans

Do you know that the "Thames Canning Factory," "**independent**," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada

More Than Ever in a Class by Itself

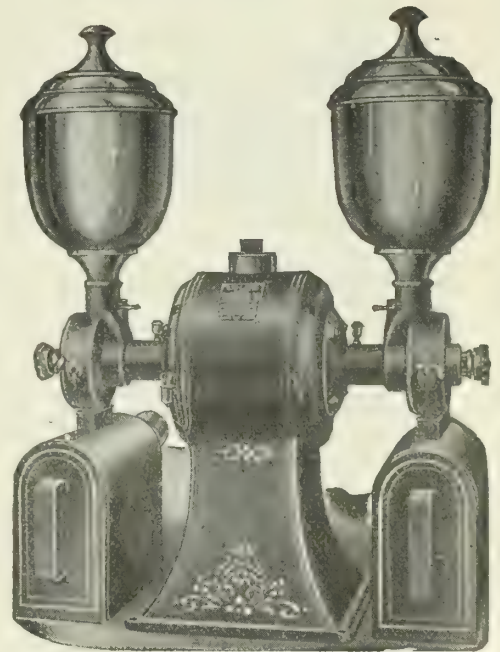
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

RED LABEL, BLUE LABEL, GREEN LABEL
THE THREE GRAINS

St. Lawrence
Granulated

is the only granulated that is packed in three different sizes of grain. Always uniform, always regular. No dust.
And just whatever your customers prefer.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

50% Profit is Yours

In every household in your community there is a demand for a remedy that will straighten up disordered or devitalized nerves. Every day you have dozens of patrons placing orders with you for groceries, who, if they knew the merits of

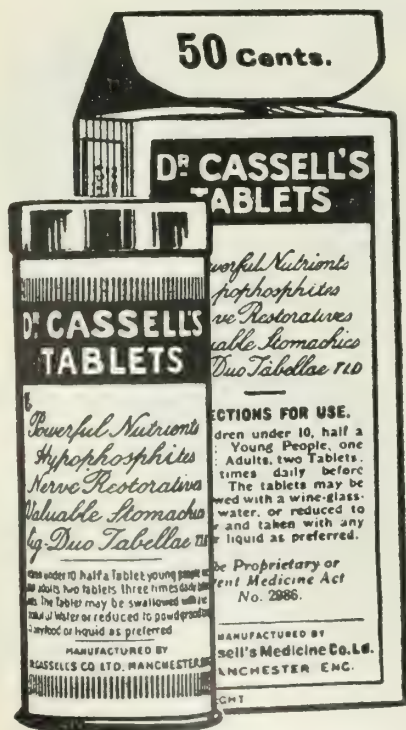
DR. CASSELL'S TABLETS

would include a package in their list and derive untold benefit from their use. Their merits have been proven beyond a shadow of a doubt for the past 30 years in the "Old Country." Now we want Canadians to know and appreciate them. We want grocers to back us up in our extensive consumer advertising campaign.

A small trial order will pay you well. Send for it and make a little counter display. Don't stick them back in the shelf, but show them to everybody. We are spending \$60,000 to advertise these Tablets to your customers. Why let your competitor get this business?

Dr. Cassell's Medicine Co., Limited
MANCHESTER, ENGLAND

Agents for Canada: **HAROLD F. RITCHIE CO., Limited**
10-14 McCaul Street TORONTO



Have you seen the big advertising campaign which has just started in the national weeklies, dailies and magazines?

JAPAN TEA

with its palate-pleasing flavor, its delicious wholesomeness, will be asked for by your customers—the bigger demand is on the way.

Make sure that you can meet this call with a complete stock.

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Horse Brushes and Stable Brushes

Carry the "Keystone" line for profit and repeat demand.

Stable men are none too gentle with brushes; they expect them to stand any amount of hard treatment.

Our "Dandy" Brushes are of extra tough material, fastened with steel wire into solid one-piece hardwood backs.

The stable brushes are secured with a patented steel staple.

Write for prices, etc., to

Stevens-Hepner Co., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Brooms and the rest of the famous Keystone line.

Furnivall's FINE FRUIT PURE JAM

Satisfies the tastes of the most discriminating

Made from the very choicest of the season's fruit crop and manufactured under ideal conditions, the Furnivall Line is an "easy first" where purity and wholesomeness are concerned.

The winter demand will soon be due. Prepare for it now by stocking a supply of Furnivall's.



**Furnivall-New
LIMITED**
Hamilton, Ontario

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John, N.B. — MacLaren Imperial Cheese Co. Halifax, N.S. — MacLaren Imperial Cheese Co. Sydney, N.S. — A. E. Sheppard. Hamilton — R. M. Griffin. Winnipeg, Man. — W. L. Mackenzie & Co., Ltd. Calgary, Alta. — MacLaren Imperial Cheese Co. Ltd. Edmonton, Alta. Central Brokerage Co.

Are Your Paint Customers in the Habit of Coming Back For More?

If not, there's something wrong with
your Line.

The merchant who secures the exclusive agency in his town or community for Martin-Senour Paints and Varnishes will increase his sales on all other lines of merchandise he handles from the prestige he will establish and from the increased number of customers who will be attracted to his store.

MARTIN-SENOUR PAINTS AND VARNISHES

Made in Canada But Sold on Merit

If you are devoting a space in your store to Paints and Varnishes, why not give this space to the Martin-Senour Products, which are so well known for their unsurpassed quality and which are so well advertised that they are the easiest and most profitable to sell?

Not the least interesting feature of the Martin-Senour exclusive agency, is the extensive Advertising and Sales Promotion Campaign especially arranged to aid our Dealer Agents. It comprises effective ideas in interior and exterior display, mailing campaigns, follow-up systems. In fact, nothing left undone to boost your sales.

Our message of quality and value in Martin-Senour Products reaches nearly every possible user in Canada through the mediums of the largely circulated daily and weekly press, magazines, farm and religious journals, etc.

Mr. Dealer, just consider whether you would rather have this quality and service working for you or against you.

No better time than now to drop a line for our Proposition.



The **MARTIN-SENOUR** *Go.*

LIMITED
PRODUCERS OF PAINTS AND VARNISHES
CHICAGO MONTREAL WINNIPEG
HALIFAX • LINCOLN • TORONTO



Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

Established 1859
GEO. STANWAY & CO.
TORONTO
Agents for "Horseshoe," "Tiger" and "Sun-Sower" Salmon. Fred. L. Myers & Son, West Indian products. Pritchard Rice Milling Co., Texas Rices. Alexander Molasses Co., New Orleans Molasses.

HEADQUARTERS FOR
White Beans
and
Evaporated Apples
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO
We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

One Inch Space
\$1.00 Per Issue
on Yearly Order.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.
PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

NOTICE TO MANUFACTURERS of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast. If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers
Office and Warehouse : 309-311 King St. West, Toronto



Why Not ?

Push the blue label package. It pays you a better profit than the cheaper ones. You can readily persuade a large number of your customers, who now use the lower-priced packets, to pay a little more and get the blue label package. They will thank you, too. They will get a much better tea—a richer, fuller-flavored, stronger tea—one that makes more cups to the pound—and the cost per cup will be very little, if any, more than when using the lower-priced tea.

STOCK UP

Have your shelves well stocked this winter with O-Cedar Polish. Our big National Advertising Campaign for

O-Cedar Polish

(Made in Canada)

is reaching every corner of the Dominion. Your customers are reading our ads and are asking for O-Cedar. Don't lose sales by being "out of stock."

Every woman needs a bottle of O-Cedar in her home to keep it bright and clean and fresh. Cleans and polishes woodwork, furniture, pianos, automobiles, etc., as nothing else can. Means very little work to the housewife and small cost.

Order from your Jobber.

CHANNELL CHEMICAL CO., LTD.
369 Sorauren Avenue TORONTO

Isn't this logical, Mr. Dealer?

If you are handicapped with poor equipment in your store you are not getting the greatest possible amount of profit from your business.

Take your refrigerator, for instance. To be without the selling service of a real good refrigerator means a literal throwing away of profits that could be quite easily secured through the use of the "Eureka."

The "Eureka"—the peerless profit-pulling refrigerator—has meant a bigger turnover to dealers everywhere, mainly because of its superior display advantages, which creates bigger sales and larger profits. Zinc, galvanized iron or any other metals likely to contaminate contents, are omitted from the "Eureka"—thus guaranteeing the dealer against loss of goods through spoilage.

Plan on installing the "Eureka"—it will do for you what it has done for others.

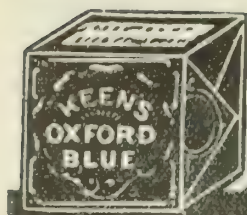
Made in all sizes. We have one to suit your store.

Eureka Refrigerator Co.
LIMITED

31 Brock Ave., TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.





Keen's Oxford BLUE

—the housewife's favorite

It has the approval of the vast army of Canadian housewives because of its reliability—its undisputed quality and its uniformly good results.

Keen's Oxford Blue gives absolute satisfaction as a trade puller. *Stock up now* and show this old reliable wash-day requisite in your displays.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

No. 21

Chats with Old Baba

(Canada's 105-year-old Pioneer)

THE OLD-TIME FLAIL

"Aye, and it was a mighty hard job was threshing those days, lad. Instead of the steam threshing machine like they use now, we used to pound the grain out on the barn floor with flails.

"Talk about dust, lad, you got it then just as now, only there was no chaff blower to take it away. We had to chew it up with our tobacco—no not

King George Navy

and not so good either. I have never tasted any that can touch this tobacco for a good chew."

Note—Live Grocers everywhere are selling King George's Navy to get the men's trade.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 5, 1915

No. 45

Warranty on Foods Discussed

Should Retailer Have to Demand it on Hermetically Sealed Goods, or Should Manufacturer State on Label That Food Standards Are Lived Up To? — Bulk Goods and the Warranty—An Interesting Problem For Further Discussion.

A CANADIAN GROCER reader has submitted some correspondence relative to Canadian Food Standards and the Adulteration Act which, taken together, constitute Canada's Pure Food Law. This retailer brings up a point which has been discussed at various times by retail associations and which seems on the surface of it at least, a hardship to the retail dealer.

A year ago last March this merchant was called upon by a Government Inspector and was asked for samples of a particular line of goods sold in tin cans. He had several brands on his shelves and consulted with the inspector as to which one he desired and finally ended up by giving him the one he considered the best. "I had every confidence," he writes, "that I was giving him the best I had in the store, although I had — and — in stock as well and could just as well have given him one of them. One year from the time the inspector gathered the sample, I was invited up to the Police Court to settle to the tune of \$25 and costs."

No Tampering Possible

What this grocer objects to is this: The article in question was purchased in a hermetically sealed can which could not possibly be tampered with by the retailer, and that he should be fined for selling it. He maintains that the retailer in such a case should not have to ask the manufacturer for a warranty that his goods were up to standard. His contention is that the manufacturer should put his guarantee as to meeting the requirements of the food standards right on the can—this would take responsibility off the retailer. Another injustice he points to is that in the published list of convictions it was simply stated that he was fined for selling "adulterated food," so that the public in general was left to judge for themselves the enormity or otherwise of the "crime." Naturally in such a case as this, some

opposition grocers take advantage of the situation and condemn a man for something which is really not his fault. As he says, he bought the goods in good faith and he could not possibly know the contents, as they pertained to the requirements of the food standards. He thinks that the food laws are alright except that part of them which refers to hermetically sealed goods. This is a farce, he says, as here is no possible chance for a retailer to tamper with them.

So far as goods in hermetically sealed tins are concerned, there looks to be something in the contention of this merchant. As he says, a guarantee on the label of the can that the goods are pure or that they meet Government standards should apparently be sufficient in the eyes of the law to change the onus from the retailer to the manufacturer. In such a case, should it be unnecessary for the retailer to have to ask for a warranty that such goods meet the standards? The Government, however, up to the present has made no exception, and until the present law is changed retailers will have to be careful. Here is a copy of the instructions sent out from the Department of Inland Revenue giving the reasons why the vendor of the goods is held responsible:

DEPARTMENT OF INLAND REVENUE.

Sir:—

The Department desires to inform dealers in food products that in all cases where any article is found to be adulterated, the vendor will, in the public interest, be prosecuted.

The vendor is advised, however, that under Section 33 of the Adulteration Act, he may protect himself from being unjustly dealt with by requiring a warranty of genuineness and purity from the manufacturer or furnisher when purchasing the stock.

The form of warranty defined by the third schedule of the Adulteration Act, which is the only form authorized by law, is as follows:

"I hereby warrant that the under-mentioned articles manufactured by myself, or by persons known to me, and sold by me to on the dates opposite thereto are pure and unadulterated

within the meaning of the Adulteration Act."

Date

Article

Signature of Manufacturer or Vendor.

The Act does not forbid the sale of mixtures or compounds, if these are properly designated on the label of the package containing the article. It is necessary, however, to advise the customer when offering such articles for sale that they are compounds or mixtures, and if then accepted by him the transaction is legal.

It is not necessary that the customer should ask for pure lard or pure pepper, etc., in order that he should be offered the pure article named, as the request for for such an article, under its general name, viz., lard, pepper, etc., requires that pure goods only should be offered. If a compound or mixed article is sold to the customer without stating its character as such the vendor is liable to prosecution under the Act.

J. U. VINCENT.

Assistant Deputy Minister.

Warranty on Bulk Goods

This same retailer brings up the problem of manufacturers giving a warranty on bulk goods. Some of them do this, but the majority do not. Their claim is that a retailer might often run short of some line of spice, for instance, and that it is not convenient for him to buy direct from the same source, the amount being so small. He therefore sends in a small order to the nearest wholesaler, along with other goods to save expense, and probably empties the spice into the same receptacle from which he sold it before. Then, if a food inspector comes along and buys a sample and is given the one from that particular receptacle and it should turn out to be adulterated, the retailer might be tempted to produce the manufacturer's guarantee that the spice he received from him was up to standard. The retailer might even forget that he added anything to the spice can and present the warranty of the manufacturer in good faith. In such a case the manufacturer

(Continued on page 35.)



This view of the Dionne & Dionne store shows the importance placed on showing many lines of goods attractively inside the store.

Running a Store in a Wealthy City

Dionne & Dionne, Westmount, Que., Have Done Creditably, Coming as They Did from a Country District to a High Class City Trade—A Show Case That is Equal to One Good Man—Featuring Goods That Mean Fair Profit Margins.

THERE is something very encouraging in the biography of a self-made man, and there should be an inspiration in the accompanying picture for the grocery clerk who is battling against difficulties in some far-away town. It is evidence of what can be done by a man against great odds when he sets out to do his best.

This is a picture of one-half the grocery department of Dionne & Dionne, Westmount, P.Q. There is another department—meats, provisions and vegetables—the same size as the grocery department, which is at the rear of the picture. In between the two is a special office containing a switch-board at which there are four operators. These are trained to take telephone orders, which account for over three-quarters of the business done in the store.

This business was built by Thomas and George Dionne, who came from a village in the Province of Quebec, far away from any place where a good knowledge of the grocery business could be learned. Without being disrespectful, it can be said they came from the country rather "green," but proved they had the stuff that makes successful grocers.

Opened for Themselves

Thomas and George Dionne hail from

St. Anne la Pacatiere, in the county of Kamburaska, P.Q. They were fortunate in having an uncle in Montreal — A. Dionne, who runs one of the best stores in the metropolis—and to him they came to be initiated into the secrets of the trade. There is no doubt about it he took great pains to initiate them thoroughly, for in three or four years' time they opened a store of their own on the same street, only located in the adjacent city of Westmount.

Westmount is a distinctly English city, as English as Montreal is French, so that these two young men took chances, going there within three years of their arrival from their own French-Canadian village. Moreover, Westmount is immensely rich, one of the richest cities in Canada in proportion to population, and it is more creditable still that these two men were able to cater successfully to such a high-class trade.

It is fifteen years since they located here, and with the growth of the city (which has been very rapid), it has been very necessary to adapt their methods to the ever changing conditions. To-day they own one of the biggest-class businesses in the Province of Quebec, which is easily seen by the fact that over three-quarters of their customers possess telephones.

One of the most striking things about this store is the number of displays of high-class goods which are made and changed every few days. There is nothing very elaborate about the displays; their impressiveness lies in the quality of the goods displayed. There is a pillar at the main entrance around which the largest and newest display is made. After two or three days, this is changed in location, and gives place to a new line of goods. These displays are usually reserved for high-class specialties, i.e., goods which reap good profits, and require displaying in order to sell.

Case Sold the Biscuits

At the extreme right of the picture, a piece of the counter can be seen. It will be noticed that a glass case has been placed on a portion of it. This, on the authority of Frank Lamere, the manager, takes the place of one good man. He told a representative of Canadian Grocer: "We display goods in this case every day, and people cannot help look at them. We have sold things through that case that we never expected to sell. I remember a line of biscuits we had which were sticking. I displayed them here, and sold five out of the seven in one week. Goods that we find selling well in

(Continued on page 39.)

“Quality” Spelled in Canned Goods

Unique Touch to Display in Recent Window of Bell Bros., Elora, Ont.—Show Cards Connect Up With Word “Quality”—How the Trim Was Arranged.

BELL BROS., Elora, Ont., recently showed this fine canned goods window display and in addition added a patriotic touch to the trim by the use of flags. Canned goods lend themselves readily to the making of attractive window displays. The design of this window can be readily observed. The background is enclosed and in the centre against it, is an attractive array of canned tomatoes, the effect of the red labels of which can be readily appreciated. On the left is a pyramid of canned salmon which is balanced off by a similar one on the right. The floor of the display which unfortunately cannot be readily seen from the accompanying illustration was quite unique. The word “Quality” has been written

in canned goods, including salmon and baked beans. This word “Quality” is connected up with two show cards, one on either side. Reading right across the inscription is as follows. “The memory of ‘quality’ lingers forever.”

This makes the window of Bell Bros., a most interesting and unique one, but one that could be easily duplicated anywhere in the country. Canned goods at the present time are good sellers in view of the fact that fresh fruits and vegetables are getting scarce. This display was arranged by Russell Frankish, manger of the grocery department of Bell Bros. store.



Canned goods trim shown recently by Bell Bros., Elora, Ont.—dressed by Russell Frankish. The word “Quality” is written on the floor in cans containing salmon and baked beans.

The Days That Are to Come

What One Retailer Sees in the Future if Proper Effort is Made to go After It—Work of the Retail Association—Every Merchant Should Take a Trade Paper.

By B. D. Rogers, Stellarton, N.S.

WHEN I reluctantly consented to read a paper before this Association to-night—my reluctance was not because of my unwillingness but because of my inability to do justice to any subject that would be of interest to this association.

And my choice of the subject—The Days That Are to Come—is because as an optimist I believe we should be always looking forward and forgetting the things that are behind us. Of course there are many things behind us that we should not forget. The good we should remember—but the bad forget—as we look forward with hope.

The history of this association has been one of ups and downs. But who of us is there that will say that we have not received as much good from it as we have put effort into and manifold more?

Then if our small interest and efforts in the past have borne fruit in making us better business men, what would the future bring us individually and collectively if we should put our best efforts forth and always be present and ready to make our bit count.

The Helping of Others

Then again, we should be willing to give our brother merchants all the assistance possible, even though we may differ in some things — let us consider how we can make the days that are before us brighter and more prosperous for every business man in our community.

Every one of us must believe that Stellarton and the surrounding towns and country and in fact our whole Dominion has a great future in the days that are to come. In this regard we may be permitted to look back and prove that if the great advances and improvements during the past have far exceeded our expectations, how much more will the days that are before us have in store for the honest, hopeful, watchful business man who will lay hold of the splendid opportunities as they open up before him.

The editors of a great paper have given out the following as their opinion: "Before the last soldier leaving the battlefield throws off his knapsack the whole world and especially this hemisphere will be scanned and studied by millions intending to emigrate from battle-scarred Europe, then men will realize that it is no wild dream that we predict, that Canada shall become the centre of the British Empire." If this is to be, what

shall we be doing and what great things shall be in store for our community?

Canadian Grocer Quoted

The Canadian Grocer says there are 250,000 retail business men in Canada. This is a little nation of shopkeepers, then if we are organized and stand together we should not only benefit individually but as a whole.

There are a few things lacking that we might consider.

1st—What can we do to benefit the business of our own town and the members of this association? I think every one of us should be on the alert to take advantage of the present wave of prosperity. We do not know how long it will last—then make hay while the sun shines. On the 17th, 18th and 19th of next month the Egerton Poultry & Pet Stock Show will be held in Stellarton. This was not secured without an effort and every business man in the town should put his best foot forward and make his store attractive. Have three big bargain days during the time the show will be open, and give the people who come to our town that week a chance to secure goods for cash at such attractive prices that they will go home with the impression that they can buy goods in Stellarton as cheaply as in any town or city in Canada, and don't be afraid to spend a little money for printer's ink to tell the public what splendid opportunities they will miss if they fail to come to Stellarton on exhibition week.

2nd—Every business man should take a trade paper in order that he should keep himself posted on the new ideas, prices and many other things in connection with his line of trade.

3rd—I believe more every day that the time has come when every business man should cut out the credit system. I have not time to discuss these questions fully, but leave them for your consideration. There are many other things that I should suggest did time permit, but they may do for a future time. Thanking you all for your patient hearing, I beg to remain yours to command.

D. J. Chamberlain, who died recently at Toledo, Ohio, claimed to be the originator of the idea of preserving fruit by hermetically sealing and to be the first to introduce evaporated fruit in America. In addition to preserving fruit, Mr. Chamberlain founded a unique

industry in 1877 by preserving rhubarb or pie plant. This industry was continued by his son. Putting up fruits in hermetically-sealed containers and the evaporating of fruits have become exceedingly large industries in North America.

WHY RETAILERS FAIL

Vancouver, B.C. — "According to Bradstreet's report, 75 per cent. of the men who enter the retail grocery business end in absolute failure, 20 per cent. eke out a bare existence, and the remaining 5 per cent. make money." F. B. Connelly, president of the Retail Grocers' Association of the United States, made the foregoing statement in the course of an address here recently to the members of the Retailers' Association. Continuing, the speaker said: "The reason for that is simply this—that we are endeavoring to see how cheaply we can sell our goods. If you buy a lot for \$1,000, and after holding it a while a man asks you to sell, do you say: 'Well, I paid \$1,000 for it, and I'll have to ask you \$1,100,' and feel and look as though you were robbing him? And yet when a woman comes into your store and leans across the counter, saying, as she looks you in the eye, 'Mr. Brown, how much is sugar worth?' you will reply, 'Well, I can let you have eighteen; how much can you pay for it, Mrs. Jones?' Mrs. Jones, of course, says she can get 20 for a dollar, and so that is the price you make to her.

"The day of competition is past in many lines. Ruinous competition of price is being eliminated. Service is now the thing they're competing on, not price. Price, quality and service are three possibilities for competition. The last two are the ones on which business is being done more and more every day."

Mr. Connelly spoke of the great need for organization if it were hoped to place the business on a better basis. He told of the many good results which have been achieved in the past through co-operation, and outlined some of the hopes for the future. At present many lines are being carried at a loss. Packing house supplies yielded only from six to ten per cent., which was not a sufficient margin to permit the dealer to do business. Many widely advertised brands were marked at a certain price which was really below cost, but although the dealer knew this, knows it to-day in fact, the sale of these goods at that price continues. As a result the public are robbed or unduly charged on some sales in order to make up for the losses incurred on others. The salvation of the retailer and the only possibility of eliminating such conditions lies in co-operation.

A Harvest Home Display Suggestion

While This Window Was Shown at Thanksgiving Time it Could Be Used to Advantage Now—It Sold a Considerable Quantity of Apples and Other Goods—Curtain Up Over Sunday.



Neatly arranged Thanksgiving display shown by McMann's, Toronto, which could be used now as Harvest Home Trim

THE above is a Thanksgiving window shown by McMann's, 104 Major St., Toronto, which attracted much attention. On upper shelf there was a bank of fresh vegetables and on each side canned vegetables arranged in pyramids. Jack Canuck, sitting on a big pumpkin, formed the centre piece, while on each side, choice oranges and apples were arranged in green boxes; also bottles of sauces and pickles stood in various places. Down in front, in each corner, there was a picture "Thoughts of Thanksgiving" draped with flags, and in the centre, a picture of "Thanksgiving Harvest." The background was filled in with boughs of Autumn leaves.

This firm states that their Thanksgiving window sold a large quantity of goods, particularly the apples which are so neatly arranged in circular displays. This is a window that might be used during November as a Harvest Home trim. One of the methods McMann's use to advertise their store through their window is to leave the curtains up on Sunday so that people passing can see the attractive displays and the goods that are there shown.

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THE CHEQUE A SUFFICIENT RECEIPT

MANY merchants and others have formed the habit of asking for a receipt for money paid by cheque. While this may be due to the good habit of carefulness, yet it is quite unnecessary and when the entire mercantile interests in Canada are considered, it is a pretty expensive habit. When a cheque has been passed for goods bought, there is no necessity whatever of having a receipt, as the cheque itself, when endorsed constitutes a receipt and can be secured at any time the merchant may desire.

This is an age of system and of the elimination of waste both in money and energy. Habits like this have been formed when money used to be paid principally in cash, but it is time they were relegated to the proverbial ash heap. Business to-day should be done on straight modern business principles and not because of a habit formed years ago when methods of conducting business were entirely different.

CANADIAN GROCER would urge upon all its readers to eliminate this waste of money and energy at once. It is not the business way of doing things.

SELL APPLES NOW

ONCE again the apple season is in full swing. Early fall varieties are on the market and where they are being displayed by grocers they are selling very rapidly. While generally speaking the crop of apples may not be up to last year, yet supplies so far appear to be plentiful and there is splendid scope here for the retailer to get after the apple business.

Every endeavor should be made this month to sell as many of the Fall varieties as possible, holding back on late apples until the season for the early ones has disappeared. The retailer has a splendid

opportunity to increase his turnover greatly, pushing now the sales of fruits and particularly apples. A new selling idea might be introduced now and again such as suggestive show cards set up on displays. For instance a card reading "Make Splendid Pies and Apple Sauce" would have the effect of adding an extra push to the sale of apples from a display. Let them be shown in the window—neatly of course and not in indiscriminate piles—and they are bound to attract attention.

GETTING THE FARMER'S EAR

THERE are many things the merchants of a country town can do to interest the farmer in their home town. An example of this comes from Stellarton, N.S., where the Merchants' Association was instrumental in securing a poultry and pet stock association exhibit. This was only secured for Stellarton after strenuous efforts on the part of the Committee delegated to look after it, but nevertheless, Stellarton got it. The exhibit extends over a three day period and the merchants are going to printer's ink to tell the farmers of the community and others what they have got for sale.

We believe there is a great future for the town whose merchants are banded together to interest the farmers in the town and community. Get them talking and thinking about the home town; show them through the advertising pages of the local newspapers and through bright up-to-date window displays what you have for sale and you will get their thoughts away from the distant mail order houses. If they spend their money in the home town they cannot spend it away from home. Go after their trade and go after it first, with every modern, aggressive and legitimate method and you are pretty nearly sure to get it.

ELIMINATING THE WASTE

THERE is a worthy work being done in vacant lot cultivation by an organization in Toronto known as the Rotary Club. The movement was inaugurated in May last and the result has just been felt. A special committee appointed by the club secured a list of vacant lots throughout the city from real estate owners who agreed to loan them and then selected those which they desired for their work. These vacant lots were assigned to a number of the poorer citizens for a rental of \$1; plants and seeds were furnished and it was left to the people benefited to obtain as big a harvest as possible. The idea is a philanthropic one for which the Rotary Club deserves commendation. The financial statement of the vacant lot cultivation committee shows that the income was derived from club hospitality funds, garden fees and members of the club. The expenditures included cultivation of the soil, seeds, plants, seed potatoes, lumber for repairing fences, fence wire, signs, tools, plumbing, etc. The annual report shows that 462 men, women and children who cultivated the lots were the beneficiaries and the expenditure amounted to over \$500. There were approximately 19 acres tilled in this way and the total yield is estimated at \$5,700.

The times in which we are living have had the tendency to make us all operate on a more systematic basis. Intensive cultivation of this kind which benefits the poorer classes is a most worthy sign of the times. There is no reason why vacant land like this should be allowed to go to waste from year to year, and the work of the Rotary Club of the city illustrates what a little organization will do to reform things.

It is interesting to note that the chairman of the committee which has this work in hand is engaged in the foodstuff trade. He is Frederick E. Robson, grocery broker, etc., Toronto.

THE PARCEL POST

SUPPORTERS of the Canadian Parcel Post System very often refer to the so-called success of the system, in the United States, after which the Canadian system was modeled. That the United States system has not been the huge success that some people claim, is borne out by a statement by the President of the National Retail Hardware Association at the Atlantic City Convention recently. The President said in part: "On January 1, 1913, the parcel post infant was born. He had all the earmarks of a healthy child; he was limited in weight to 11 pounds, in length and girth to 72 inches and could cover a radius of 20 miles in the first zone. He has been constantly growing, his weight having increased to 50 pounds and the first zone has been extended to 50 miles, his length and girth has increased to 84 inches, and no one knows when he is going to stop growing.

"He has not redeemed his early promises of reduc-

ing the cost of living by being an important factor between farmer and producer, but he has been the medium through which a few large houses have built up a greater volume of business; to the average merchant he has failed to become a profit maker; on the contrary, he has still further increased the competition of the catalog houses and the large department stores of metropolitan cities, and the system is still far from being self-supporting.

"Originally limited to ordinary packages of merchandise, his scope has been so widened that he now takes care of fruits and vegetables, gold specie and occasionally a bale of hay. To the jobber, parcel post has been a source of extra expense, due to the increased number of packages, and also to the fact that cases of loss and damage in transit are frequent, and unless insured there appears to be no means of recovery.

"We understand that the Postal Progress League is working for the extension of the present Parcel Post Bill, but at one rate for the entire country. Continued agitation and publicity appears to be the only medium available to possibly prevent additional destructive legislation. The measure should at least be reduced to the first limits, both as to weight and measurement, and the actual cost of the service based on modern accounting should be ascertained, and proper rates then put into effect."

THE COLLECTION QUESTION

ON several occasions we have directed attention to that ever important question—collections. Many manufacturers and wholesalers report that there has recently been a decided improvement in collections. The improvement is general, and especially noticeable in the West and can be readily accepted as an evidence of freer circulation. When there is a more or less free circulation of money, business is bound to pick up and the very general report of improved collections can be accepted as the forerunner of a rapid improvement in business generally.

It may be safely asserted that the farmer is prosperous to-day. He has had a good yield and has got a fair price for his crops. Merchants in purely agricultural towns have had no reason to complain of business. It is only in manufacturing cities and towns that the grim weight of hard times has been felt. To expect that the unimpaired purchasing power of the agricultural communities will bring about better industrial conditions is not an unreasonable deduction. The undoubted improvement in collections should be accepted by the retailer as a signal to press his own collections. Lucky is the merchant who can say at the present time that his collections have been well maintained. Some have been deterred by the war from pressing the collection of outstanding accounts but, in view of all conditions, there is no valid reason why an active effort should not now be made to clean-up the books.

Thou Shalt Not Steal--Time

By A. F. Sheldon in the Business Philosopher

MOSES the mighty arose in his might and said unto all Israel, "Thou shalt not" do certain things.

Moses was one of the most efficient efficiency engineers of his time.

Many of his commandments have been embodied into man-made laws and severe penalties attached for the violation of them.

Among the rest of the God-made laws, which Moses harnessed into verbal expression was the one which reads: "THOU SHALT NOT STEAL."

Moses did not specify Time as one of the things that we shall not steal.

I wish he had.

Had he included it as well as oxen and asses and things like that, then legislators might have embodied his commandment into the man-made law, thus making it a crime for human asses to steal time.

As it is to-day, if a shop girl is caught stealing a nickel's worth of ribbon she will lose her job and possibly be sent to jail, but she may steal dollars' worth of time and still hold her job, for some time at least, and go scot-free.

The man in the factory, if caught stealing a bucket of coal or any other of the raw material of the factory, will pay the penalty mighty quickly but he may steal ten times the value of the coal or the raw material and get away with it.

As a matter of fact God made many laws which His advance agents like Moses either never spoke or wrote about or else they have been lost in the shuffle of time, translation, etc.

One of them is, "THOU SHALT NOT STEAL TIME."

True there is no man-made law against it.

No one can send you to jail if you do.

But if you do you will violate a natural law and you will pay the penalty.

Tell me, now, did you ever know a gum-chewing-clock-watcher or hold-back-time-thief to climb very high on the ladder of success?

The basic reason why those who steal time do not climb is because they are thieves.

Thieves cannot build the bed rock of Satisfaction and the Confidence foundation necessary for permanent and profitable relationships.

It is true that anyone who steals time is a thief.

Time is money, and therefore he who steals time steals money.

The penalty of the time thief is industrial slavery.

He becomes a galley slave, bound by the chains of impecuniosity, which literally translated means being "hard up."

The time thief does not have to wait to die to go to hell.

It begins to come to him in the here and now.

He suffers the hell of lack of employment and the lack of promotion when he does have a job.

He suffers the hell fire of getting "fired" every little while.

He mistakes the just penalty of the violation of natural law, for "hard luck" and then proceeds to whine about it.

In his ignorance of the law of service he tries to get the heat of reward without building the fire of service, and then bewails his fate as he shivers in the cold of adverse conditions.

Time, time, my boy, and the proper utilization of it, is a necessary element for the building of a good big fire of service.

Your employer has bought your time during working hours.

Every moment of it which you waste or do not utilize to the best possible advantage for him who owns that time is literally stolen.

You are taking something which does not belong to you. You are taking something which has been paid for by somebody else.

You can no more build the fire of service and generate a good big heat of reward without the wise use of your time in the interest of your employer than you can live without nourishment.

Yes, I say it again, steal time if you want to, Moses did not specify it as one of the things "Thou shalt not steal," and there is no man-made law against it, but when you do steal time, do it with your eyes wide open to the fact that you are violating a natural law and must pay the penalty of getting cold.

If unconsciously, you have been a kleptomaniac of time, try this as a remedy:

"LOST! SOMEWHERE BETWEEN SUNRISE AND SUNSET, TWO GOLDEN HOURS, EACH SET WITH SIXTY DIAMOND MINUTES; NO REWARD IS OFFERED FOR THEY ARE GONE FOREVER."

Millions of people are stealing time from their employers and worse than wasting it, who have never even been conscious of their guilt.

Think it over and see if you have been

guilty of this crime without knowing it. If so, mentally masticate the above mental morsel, handed down to us by some wise man. Commit it to memory. Say it over and over to yourself every little while. It is a good mental manna.

• • •

At the same time that Moses arose in his might and said, "Thou shalt not steal," he also said, "Thou shalt not kill;" in fact he said that first, and then in the same speech added, "Neither shalt thou steal."

Rightfully he put the crime of killing ahead of the crime of stealing, in order of their importance.

Could he come to us to-day and take a part in modern life, carefully studying the tendency of the times, I believe that he would add another word to each of these injunctions and that among the other commandments which he would give us, as coming from God, Himself, there would be one which would read:

Thou Shalt Not Kill Time

All men know it is contrary to man-made law as well as to Divine Law, to kill their fellow men—to murder. To take human life except in self-defence, is a universally recognized crime.

Sometime it will be a recognized crime to kill time. Stealing time and killing time are about the same thing.

Many men have committed self-murder, whose first offence was killing time.

They started in murdering time by seeing, not how much but how little they could do and still hold their jobs.

By doing this they lost their jobs—then with no recommendation they could not get another—then they scoured on humanity, became criminals and degenerated into the hold-up, the safe cracker or the common house thief.

Driven into a corner in their career of crime men have often shot themselves and have murdered their intended victims of theft.

First they kill time. That was the first link in their chain of killing.

They killed not only time but opportunity and finally ended by killing men, perchance themselves.

Time killers often kill their own families by the slow starvation process. Babies are starved to death and worked to death before they are born.

Wives and mothers groaning under burdens, God never intended them to bear, driven to premature graves by overwork and over worry, are the grim and gruesome witness of the crime of the time killer.

The man, or the question mark for one who says, "I am earning my salary now and I will be blest if I will do any more," is one of the most polite types of time-thief and time-murderer.

And yet Shakespeare was right when he said, "Our only crime is ignorance."

Such men are ignorant of the basic law of service, which is as follows:

THE INTENSITY OF THE HEAT OF REWARD VARIES DIRECTLY WITH THE VOLUME AND INTENSITY OF THE FIRE OF SERVICE.

Some of the logical effects following the crime of stealing and killing time are that promotion cannot come—a better man gets the job and so it goes; you know the rest.

The time killer succumbs to the law of the Survival of the Fittest and gradually takes his place in the ranks of the unemployed and finally in the still lower rank of the unemployable.

Yes, I know I am speaking plainly on this subject. It deserves plain words.

A lack of understanding of nature's basic principle, the Principle of Service, is accountable for more misery in the world than anything else. It is fraught with far-reaching economic consequences.

Let enough people get busy "tiring themselves out holding themselves back" in the industrial world and employers begin to see that they are not realizing returns on their investment; capital becomes cautious, railroads cease to build, factories cease to create industries, depression comes on, panics ensue and millions suffer, the guiltless with the guilty.

Time killers murder millions whom they never come in contact with.

The greatest evils are those invidious ones which seem harmless.

Let one person murder another and the whole community sets up the hue and cry. The guilty one will be pursued and apprehended if possible, at any cost.

Yet millions of time-murderers ply their deadly trade and no one says anything about it.

Time killed by time killers every day, would, if converted into creative energy, amount to millions in created wealth.

Don't tell me that if this were true "the rich would get richer and the poor poorer."

Don't tell me that the five per cent. the employers of the world, would gobble up all of the increased profit and not increase the reward of the ninety-five per cent.

(To be continued next issue.)

The general store at Dover Centre, near Chatham, Ont., owned by G. B. Waterworth, was destroyed by fire recently. Living apartments for the family were also located at the rear of the store. The building was completely destroyed and a barn on the property was also burned down. Only a piano and some bedroom furniture were saved.

Letters to the Editor

Are the Prices Low?

Editor Canadian Grocer:

Dear Sir:—In reading over your article in a recent Canadian Grocer re a certain "consumer" concern, one thing strikes me which you seem to have overlooked. In your heading you mention "some ridiculously low prices if goods are up to standard," but seem to overlook the fact that some ridiculously high prices are also found there. One familiar with goods usually sold in a grocery store wonders at a number of prices in this list. For example, how many grocery stores stock green tea at 60c lb.? Or how many could sell it if they did stock it? What reason is there to suppose that the baking powder quoted is a cream of tartar powder rather than a fully guaranteed baking powder of the phosphate type like — or of the alum phosphate kind like —?

Isn't 75c a box a pretty big price for "complexion soap?" Have you toilet soap at that price?

Then there is lemon and vanilla extract at away over usual prices for even high-grade goods.

Isn't 50c a lb. rather high for bulk cocoa? Is your average sale of talcum powder a 50c line? Do you charge 50c a lb. for shredded cocoanut, or 50c a lb. for black pepper or 10c a package for baking soda?

These prices made this list look interesting, so I tried this plan. I asked a saleslady in the store to take the "sample order" (did not tell her why), and in giving it read it out very much as shown on the list. This sales-slip makes the following comparison possible:—

	Order Supposed "Average"	The Retail Company's Price	Our Price Per Sales-slip
1 can red salmon	.25	.15	.18
1 shoe polish (2 in 1)	.10	.05	.10
Pkg. rolled oats (Till- son's)	.25	.18	.25
1 lb. blk. or green tea (bulk)	.60	.45	.40
1 lb. blk. or green tea (bulk)	.50	.35	.35
1 lb. baking powder	.50	.40	.25
10 lbs. gran. sugar	.75	.40	.25
1 box (3 cakes) soap	.75	.50	.25
1 lb. coffee, fresh gr'd.	.45	.35	.40
1/4 lb. mustard	.25	.20	.15
8 bars laundry soap	.40	.25	.35
1 bottle lemon ext.	.35	.20	.10
1 bottle vanilla ext.	.35	.20	.10
1/4 lb. bk. cocoa	.25	.20	.15
1 talcum powder	.50	.40	.25
1/4 lb. shd. cocoanut	.25	.10	.15
1 O. D. Cleanser	.10	.06	.10
1/2 lb. black pepper	.25	.20	.15
1 pkg. B. soda	.10	.05	.05
1 egg separator	.10	.08	.10
1 box sodas	.25	.15	.25
	\$7.30	\$5.00	\$4.78

Some one may criticize giving a medium grade red salmon on our sales-slip—but remember this company's list mentions no brand, and if their brand was

"Clover Leaf" or a like line, they are evidently not the style of firm to keep quiet about it. In taking the order, among other questions this saleslady asked me if she would put in 5c polish or 10c, and when it came to complexion soap, whether I meant a 10c box (3 cakes) or a 25c box.

I do not believe that concern will supply as good goods for \$5 as our customer would receive for \$4.78. I know one party who bought goods from some such concern about two years ago. The quality on many lines was below standard and after one year she still had some of the shipment that "she could not use up."

Yours truly,

T. J. FARMER

Farmer & Son, Perth, Ont.

WHERE THE TOMATO CAME FROM

The tomato is an ancient fruit, or vegetable, whichever one prefers to call it. The name "tomato" seems to be of Aztec origin, given as "tomati" by some authorities, but the consensus of opinion among botanists appears to be that the plant and its culture for edible purposes originated in Peru, whence it spread to other sections of the Americas. It is generally admitted, however, that it was cultivated centuries before the Columbian discovery.

That the cultivated tomato was known to some of the European botanists over 360 years ago is evidenced by the fact that two large varieties were described by Matthioli as early as 1554, but for many years it was only in southern Europe that the value of the fruit for use in soups and as a salad was recognized. It was quite generally used in Spain and Italy during the 17th century, but in England and in northern Europe generally the plant was grown only in botanical gardens as a curiosity and for ornamental purposes. It was seldom eaten, being commonly regarded as unhealthy and even poisonous. This belief probably arose because of the close resemblance of the plant to its allied relative the nightshade, or belladonna, and had, of course, no foundation in fact. It was not until the early part of the 19th century that the tomato came into general use as a food in northern Europe, and even in the United States. Since about 1835, however, the use and cultivation of the vegetable has grown to such an extent that it has now become one of the most important of our garden crops.

Government Report on Wholesale Prices

How the Government Officials Secure Details Regarding Wholesale Prices to Compile Annual Report—Names of Papers From Which Prices Are Taken.

THE Department of Labor, Ottawa, recently issued in book form (259 pages), a report on the course of wholesale prices in Canada during the year 1914. The report was prepared in accordance with directions from the Deputy Minister of the Department of Labor, and is the sixth on the subject to be issued by the Department. As in previous reports an attempt has been made to

present in a comprehensive and systematic way, information directly bearing on current prices. It is interesting to note how the Government officials secure the details necessary for compiling the report.

Included in the report are 237 tables of prices showing wholesale prices on various lines. Of this number 109 tables have been taken from Canadian Grocer,

and Hardware and Metal, two weekly trade papers published by the MacLean Publishing Co. The remaining 128 sets of tables have been taken from 17 other trade and technical papers and newspapers. Canadian Grocer which publishes weekly market reports on groceries, foodstuffs, etc., heads the list with 63 sets of tables. All the publications from which prices have been taken, and the number of tables used from them in the Government report are as follows:

Canadian Grocer	63
Hardware and Metal	46
New York Journal of Commerce....	2
The Engineering and Mining Journal	5
The Canadian Mining Journal	3
The Canada Lumberman	13
The Maritime Merchant	11
The Trade Bulletin	11
The Grain Growers' Guide	8
The Toronto Globe	36
The Gazette, Montreal	5
The Canadian Farm	3
The Weekly Sun, Toronto	1
The Northwestern Miller	6
Manitoba Free Press	5
American Silk Journal	2
Le Moniteur De Commerce	6
The Pulp and Paper Magazine.....	5
The Canadian Pharmaceutical Journal	6



TRADE NOTES

A municipal grocery is a likely solution of the charity problem of providing food for the needy in Winnipeg. Objections have been entered by retail grocers to the contract system, for they claim it does not give them a fair chance and the city hall authorities are convinced that it would not be practicable to have tickets issued so that wards of the associated charities could buy where they liked. Controller Shore suggested the municipal grocery, and said the necessary groceries could be purchased from wholesalers for \$7,995 less than the lowest tender recently received for the contract. There would be the overhead expenses to consider, but having the people call for their own goods the expense of delivering could be eliminated.

A Victoria, B.C. despatch says that numerous complaints have of late been made to the police authorities of the failure of some proprietors of retail premises, especially in the outlying sections, to observe the provisions of the Early Closing By-law, which requires such premises to be closed at 8 o'clock on all business days except Saturday, when the closing hour is 9.30 o'clock. The complaints come from several widely separated sections of the city. Instructions have been issued to the police to enforce the provisions of the measure more strictly.

WHOLESALE PRICES, 1914

129

WHOLESALE PRICES, CANADA, 1914.—V. OTHER FOODS (1) FRUITS AND VEGETABLES, FRESH AND PREPARED. (a) FRESH FRUITS, NATIVE AND IMPORTED. (Continued.)

ORANGES, California Navels (December to June); Valencias (July to November).

Price per box, at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

Average price 1890-1899: Navels, 4.194; Valencias, 5.142.

	\$		\$		\$		\$
Jan.....	2.75-3.00	April....	2.75-3.25	July.....	3.25	Oct.....	2.50-3.25
Feb.....	2.50-2.75	May.....	3.60-3.25	Aug.....	3.50-4.00	Nov....	3.25-3.75 N. 3.00-3.65 V.
March....	2.50-2.75	June.....	3.50	Sept.....	3.00-3.25	Dec.....	4.00-4.50
						Average.	Navels 2.958 Valencias 3.43

(b) DRIED FRUITS.

APPLES, Evaporated.

Price per lb., at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

Average price 1890-1899—8.45.

	c.		c.		c.		c.
Jan.....	9-9½	April....	10½-11	July.....	10½-11	Oct.....	7-8
Feb.....	9-9½	May.....	10½-11	Aug.....	10½-11	Nov.....	6-6½
March....	10	June.....	10½-11	Sept.....	10½-11	Dec.....	6-6½
						Average...	9.416

CURRENTS, Putras.

Price per lb., at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

Average price 1890-1899—6.01.

	c.		c.		c.		c.
Jan.....	7½	April....	7½	July.....	7½	Oct.....	10
Feb.....	7½	May.....	7½	Aug.....	7½	Nov.....	8-8½
March....	7½	June.....	7½	Sept.....	10½	Dec.....	8-8½
						Average...	8.083

PRUNES, CALIFORNIA, 70-80's

Price per lb. in 25lb. boxes at Toronto, in the first week of each month, 1914; quotations from The Canadian Grocer.

	c.		c.		c.		c.
Jan.....	9½	April....	10-10½	July.....	10-10½	Oct.....	9½-10
Feb.....	9½	May.....	10-10½	Aug.....	10-10½	Nov.....	9½-10
March....	9½	June.....	10-10½	Sept.....	9½-10	Dec.....	9½-1
						Average...	9.805



THRO' OTHER SPECTACLES



Selling the Dozen

The Modern Grocer, Chicago.

It requires only a casual study of retail advertising to show that there is a decided tendency toward the sale of canned goods in quantity. Your present-day advertisement, in addition to quoting a price on the single can, names a lower price on a dozen cans. Further, the merchant talks the dozen.

We are of the opinion that our friends, the packers of canned goods, in the past have not fully appreciated this fact. One publication in that field comments on the situation in a recent number as follows:

"We are favored with an unusual sort of visitor during the past week, but an extremely pleasant one. This was a young lady who had noticed the wording on our front window, and she called to know what wholesale grocery house or packer would sell her canned goods at wholesale prices. She stated that it had always been a custom of her household to purchase a supply, say, four or five cases of each article, peas, corn, tomatoes, and several cases of some other goods, but that her usual dealer had gone out of business or moved.

"Of course, we did the best we could under the circumstances, but the point is, what would the consumption of canned goods, per year, amount to if all housewives could be induced to buy such goods in large lots? Or even if they had that much confidence in the goods and would eat them as steadily and constantly as this family must? We don't mean to say by this that we advocate selling direct to the consumer, but simply that the retailer hustle for such business, and make a sufficient reduction in price to get the case order. The habit once acquired, steady business is assured."

We suggest that packer, jobber and retailer would be benefited were these important elements to come closer together—to understand each other thoroughly. Both could contribute elements of strength which would result in mutual good.

Cotton After the War

The Savannah Morning News

One thing that has been demonstrated by the experience of the past year is that the world requires American cotton in times of war as in times of peace. New

uses for cotton are developing one after another, and the new use once established, cotton seems at once to become indispensable for the purpose. Cotton is now used in substitution for many commodities of apparently totally different characteristics from its own, and is found not only cheaper in cost, but superior in efficiency.

Normal uses of cotton are naturally much interfered with by a great war. In some cases this becomes obligatory from the scarcity of the staple, together with the more compulsory requirements for war purposes. No one can calculate how long the people of any country or all countries could manage to get along with practically no new additions to pre-existing stocks of manufactured cotton goods. There are first the supplies already in the hands of final consumers, then the stocks in the hands of retailers, enormous in the aggregate; finally the larger individual stocks, held by wholesale dealers and manufacturers. It is evident that the time through which all these supplies can be forced to last is very elastic, and can be much prolonged.

But the scarcity must become acute after a while; then the need for fresh supplies will be all the more urgent from having been so long repressed. The end of the war will bring not merely the restoration of normal uses, but the call for replenishment of depleted stocks everywhere. A surplus of cotton was carried over last year; it was an unwieldy surplus under ordinary conditions, the largest every known in the history of the trade. But it was a moderate surplus in comparison with the great inroads made upon manufactured stocks.

* * *

Tribute to Canadians

The Popular Magazine, New York

The timidity of capital is proverbial. It is as natural for money to seek the safest shelter as it is for water to run downhill. American money has been going into Canadian investments at a great rate the last few years. There must be nearly a billion dollars from the United States in Canada now. There was \$637,000,000 in 1913, and the rate of the northward flow across the border is around \$150,000,000 a year. About one fifth of the total is invested in industrial enterprises that are branches of those in the United States. Another fifth

is in Canadian bonds—government, municipal and corporation. Land in the prairie provinces represents some \$50,000,000, and British Columbian mines and lands about three times as much. Mills and timber in British Columbia have attracted about \$80,000,000. The Canadian investments of United States life and fire-insurance companies are only a little less. Even fox farming on Prince Edward Island represents more than \$1,000,000 of American capital. Great Britain is also a heavy investor, especially in Canadian bonds. Of the \$351,000,000 bonds sold in 1913, Great Britain took nearly 73 per cent.—five times as much as were sold in the United States.

A recent United States consular report explains concisely how some of the American industrial investments were made. It says:

Prior to the present protective policy of Canada, American firms made the goods at home and shipped the finished product here. In order to hold this business it became necessary to establish American annexes and manufacture in Canada the articles which they desire to sell to Canadians.

But the workmen are Canadians. One plant that manufactures harvesting and other agricultural machinery employs about 7,000 men. Obviously such industrial investments in Canada pay, for they keep on being enlarged.

Canada has an incalculable wealth of raw materials. We are running short of big things like wheat and timber, and she has them. Canada also has many little things like asbestos, of which she produces about 90 per cent. of the world's supply. That is another of the big reasons for so many American enterprises in Canada. Still another is that the Canadians are among the keenest business men in the world.



Mr. W. J. Gilroy last week sold out his business and rented his store at the corner of Main and Wellington streets, to Mr. W. J. Stephen, of Brantford, who will take possession about Nov. 20th. Mr. Gilroy has been in business here for about forty years, a longer period without change than any other resident of the town who is still in business, and has always had a reputation for fair dealing and strict integrity.

Business Based on Reputation

By Dr. Orison Swett Marden

A LARGE part of the business of the world is based on reputation. Bankers make loans, or refuse them; jobbers give credit or refuse it, largely on a man's reputation. Is he reliable? Can you depend on his word? Will he do as he agrees? These are vital questions on which credit is based.

A well-known bank president says: "Millions of dollars are loaned on character, for there are men of such high standing, though not rich in this world's goods, that they will not borrow more than they can repay."

Another banker says he would rather lend money to the honest poor man, than to the rich knave who could give substantial security.

I know two young business men who have very little property, but who have a credit of a quarter of a million dollars because their bankers believe in them. They bank upon their character and their ability to succeed more than upon the assets in sight. Their known honesty and their reputation as hustlers, indefatigable workers, is worth more to them as capital than many thousands of dollars in cash.

"It is the judgment of your contemporaries that is most important to you," says Charles W. Eliot, ex-president of Harvard University. "It is made up in part by persons to whom you have never spoken, by persons who in your view do not know you, and who get only a general impression of you; but always it is contemporaries whose judgment is formidable and unavoidable."

During the Civil War in America, when General Lee was consulting one of his officers as to a certain movement of his army, a farmer's boy overheard the general remark that he had decided to march on Gettysburg instead of Harrisburg. The quick-witted boy at once telegraphed the fact to Governor Curtin. "I would give my right hand," said the Governor, "to know if this boy tells the truth." A corporal replied, "Governor, I know that boy. It is impossible for him to lie. There is not a drop of false blood in his veins." In fifteen minutes the Union troops were marching toward Gettysburg. The world knows the result.

There is nothing like a clean record, the reputation of being square, absolutely reliable, to help a young man along.

There is nothing comparable to truth as a man builder. Nothing else will do more toward your real advancement than the resolve in starting out on your career to make your word stand for something, your signature to mean something, to always tell the truth, whether it is to your material interest or not. Truth and honesty make an impregnable foundation for a noble character.

Running through a list of genuinely great characters at random, we always find there is a strong backbone of purpose in them. We sense the temper of their manhood, the stamina of their character. We sense the great moral force in them, regardless of their vocations, something which they consider more sacred than money making, business considerations, or even life itself. When talking with them you feel they cannot be bought, they are not for sale. You know well that it would be useless to try to bribe them or to influence them; for they stand on the bedrock of principle, immovable as the Rock of Gibraltar. Such characters are the salt of civilization.

Some of the world's noblest characters have sacrificed their all for principle, and for its sake many have cheerfully gone to the stake and to the gallows.

Things are so planned in the moral universe that in order to get very far, or to accomplish very much in this world, a man has to be honest. The whole structure of natural law is pledged to defeat the lie, the deceit, the sham. Ultimately only the right can succeed, only truth can triumph. The whole lesson of life goes to show that no amount of smartness, of brilliancy, of scheming, or long-headed cunning, can take the place of downright honesty, or be a substitute for personal integrity.

When Marshall Field was burned out in the great Chicago fire, while his store with all he possessed lay in ashes, Eastern financiers telegraphed him to draw on them for what he wanted. The fire which destroyed Chicago could not burn up the reliability that stamped his character. His name was a synonym of honesty.

When young Field, a poor farmer boy, began to build up what ultimately became one of the greatest merchandise concerns in the world, he had no other capital than honesty. With this he started to do business in a perfectly legi-

timate way, without any chicanery, without cunning or deceit, without misrepresentation or falsehood of any sort. He declined to have anything to do with questionable trade methods, or illegitimate "get-rich-quick" schemes. His ambition was to sell goods for the smallest possible profits, to cover up nothing, to hide nothing. No one in his employ was permitted to misrepresent or cover up anything. A clerk who misled a customer for the sake of making a sale was discharged, no matter how advantageous for the time being that particular sale might have been for the house. He knew that, despite the profit made out of the transaction, a deceived or dissatisfied customer would be a perpetual enemy to his house, and might be a great injury to his business.

This was why customers flocked to buy at Marshall Field's store. They knew they would get a "square deal." They knew that if there were anything wrong, if anything had been misrepresented by clerks, if for any reason they were dissatisfied with their purchases, the house would make it right, for that was the Marshall Field policy.

There is something about honesty of purpose, truthfulness and sincerity in our friendships, in our lives, in our vocations, in our dealings with others, that compensates for deficiencies or lacks in other directions. Even though we have but one talent and fill a very humble station in life, integrity of character helps us upward, because it gives mental stability and public confidence; without these, success in any direction is impossible.

There are multitudes of people in the world who have no bad habits and yet they do not amount to anything. They are flat, insipid, flavorless, people; they carry no weight. They are too negative to make any impression on their community.

Men who amount to anything in the world, who stand out distinctively, must have force of character, a strong positive individuality. This can only be gained by persistent, vigorous doing of the right, not merely by refraining from doing the wrong. It is the positive virtues, the vigorous resisting of temptation, the doing of things, the standing up for principle in spite of opposition, that makes force of character. Positive, not negative righteousness is what counts. A negative character may be virtuous, but he can not be strong.

(Continued on page 35.)



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

The grocers' branch of the Montreal Retail Merchants' Association elected officers for the year at its last meeting. Pierre Filion was re-elected president, J. E. Sansreget, first vice-president; U. Sansreget, secretary-archivist, and Mr. Bonhomme, treasurer.

When T. D. Bouchard, M.P.P. for St. Hyacinthe, P.Q., took it upon himself to tell an audience in Montreal last week that co-operative societies were only good for directors, officials and their friends, part of his hearers disagreed with him, and a disturbance followed. He was, however, allowed to proceed. Mr. Bouchard said he had fought hard at Quebec to have these co-operative societies put out of business, but his two bills had been side-tracked. The committee which investigated found that the majority of the subscribers were working people and poor people, and that while the societies were good things for directors, officials and their friends, they were of no benefit for the later entries, the general public. He maintained that the societies did not generally observe the law under which they were operated, and that, as a result of protests, the provincial secretary had refused many applications for charters.

Ontario

Mr. W. J. Scott, grocer, Ontario and Dundas streets, London, Ont., has sold out to Mr. Freeland Gee.

Mr. Chas. Ferguson has opened a grocery store corner Rideway and Wharncliffe road, London Ont.

Mr. F. W. Parker has opened a butcher shop corner Maitland street and Dufferin avenue, London, Ont.

Mr. R. Skeggs has bought the grocery stock of W. A. Linnell, grocer, Waterloo and Horton streets, London, Ont.

Mr. J. W. Nott, grocer, Dundas street, London, Ont., had his horse struck by Mr. J. W. Scarbutt's auto, and broke its fore leg.

Mr. James McLeod, formerly in the grocery business on Yorke street, has bought the stock and fixtures of R. E. Blain on Richmond street, London, Ont.

The grocery store of Henry A. Smith, 155 Division street, Kingston, was broken into recently, but little of value was taken.

Groceries, Limited, of Front Street East, Toronto, are moving the first of the year to 9 Front Street East, a build-

ing of which Mr. H. T. Wilson, of Groceries Limited, is part owner.

Charles A. Huth, a Windsor grocer slipped on a sidewalk. He was awarded \$800 at the trial, and the First Divisional Court has dismissed the city's appeal.

Pte. James Taggart, formerly a clerk in the grocery department of Dickson's, St. Mary's, Ont., has met death fighting at the front.

W. H. Stinson, who recently bought out the business of Maylors, in Forest, re-opened the store recently, and has since been doing a satisfactory business.

J. E. Harb, who for a few months conducted a grocery business in Thorold, Ont., in the premises lately occupied by the Imperial Bank, has removed his stock and has opened in the same business at Port Colborne, Ont.

The Commercial Travelers' Association honored Mr. and Mrs. James Sargent on the fiftieth anniversary of their wedding. The gathering took place in the rooms of the association. For many years Mr. Sargent has been secretary of the travelers' organization.

Alexander Cardno, one of the pioneer businessmen of Seaforth, died Oct. 28, at his residence on Hight street. He had reached the age of 90 and was engaged in the bakery and grocery business in Seaforth until about ten years ago, when he retired, the business being taken over by two of his sons.

New Liskeard business men are complaining of the carelessness of persons issuing cheques without placing the war stamp upon them, and seemingly ignoring the fact that a cheque is not valid without a stamp. As the merchant receives a large proportion of his accounts by cheque it will be seen that his expenditure for stamps during the course of a week or a month would be very large if all his creditors left him to provide the war tax, while the outlay to the individual issuer of the cheque is very small. The law plainly states that a war stamp must be placed upon every cheque, and in neglect of doing this a penalty may be imposed.

The county council at Oakville, Ont., at its last meeting passed a new license law for pedlars. Non-resident pedlars will pay as follows: Motor truck \$150; two-horse wagon, \$74; one-horse wagon, \$50; push cart, \$25; carrying pack or basket, \$25. Parties who have been continuous residents for a year previous to

the issue of license will pay: Motor trucks, \$40; two-horse wagon, \$20; one-horse wagon, \$10; push cart, \$5; carrying pack or basket, \$5. This by-law will not apply to any rural mail carrier who sells or delivers bread along his mail route, provided said bread is carried in the vehicle used by him in delivering his mail. The penalty for violating the by-law will be up to \$25, with costs, or twenty-one days in jail. This by-law does not apply to towns in the county.

There are many in Gananoque, as elsewhere through Eastern Ontario, who are saddened by the death of Wm. D. Deas, who was killed in action at Hill 70, Northern France, on 26th September. Mr. Deas was the representative of McFarlane, Son & Hodgson, paper merchants of Montreal, and was one of their most successful salesmen. He won friends wherever he went by his genial manner and gentlemanly conduct and was deservedly popular with the paper and stationary trade. In the fall of 1914 Mr. Deas went to Scotland to visit his former home and it was his intention to be married and bring his wife to Canada on his return. On the outbreak of the war he immediately joined his old regiment, the 11th Argyle Highlanders, as lieutenant, has been on active service up to the time when he fell in action; giving for his country a life full of promise for the future.

Western Canada

C. Bruser, a general merchant of Humboldt, Man., recently ran a four-page advertisement in the local paper.

John J. Cashion, a Vancouver, B.C. grocer, died recently. He had resided in Vancouver for the last seven years and was a member of the firm of Cashion Bros., Cedar Cottage.

D. L. Davidson, manager of the Weyburn Grocery Co., Weyburn, Sask., was married recently. On the eve of the wedding the office and sales staff of the company waited on him at his home and presented him with a handsome cabinet of silverware.

Fourteen Winnipeg retailers were fined \$70 and costs recently for keeping their stores open after hours and for selling prohibited articles after hours. For neglecting to provide himself with a license, a pedlar, was fined \$5 and costs. He was warned that he was liable to a fine of \$50 and costs, or the costs of a license.

Currants Advance Again

Marked Scarcity Emphasized Once More—Tarragona Almonds Here — Shelled Walnuts May Not Be Here for Christmas—Sugar Strong in Montreal—Prunes Up Half a Cent.

Office of Publication, Toronto, Nov. 4, 1915.

THOSE high priced currants of which we have been talking for some weeks, have made their appearance in Canada, a few of them, and so far as prices are concerned, they justify all predictions. Probably the prices of these currants are unheard of before in Canadian markets and it means that the public is going to have to pay pretty heavily for the ingredients for Christmas puddings and so on at Christmas. Moreover, there is no guarantee at all that the present prices—large as they are—will be topmost; we should not be surprised at all to see further advances at any time. In fact, in a recent despatch sent to New York it is said that not only are freights going to be a great difficulty in getting to this side, the currants already being bought, but in addition the crop has turned out a good deal less than was expected. The stocks of 1915 crop Amalas are more or less exhausted at present, so it is said in New York, and though quotations are made at current prices, they are almost nominal and most prices are a matter of arrangement between the man who has what few stocks there are and buyers. It looks as though we are going to have higher prices still. The same thing applies more or less to raisins and every report anent the firmer market seems to confine itself to saying how strongly the available supplies are at present being held. Quotations on both seeded and seedless are both exceptionally high and this because, of course, there is no Valencia stock, or at any rate very little and California crop raisins are having to take care of all demands.

The situation in sugar is worth while watching just now. Last week a further advance took place in refined in New York, but our markets here did not follow, notwithstanding that the raw market was stronger over the border, as well. It is not supposed in Toronto or Montreal that there will be any advance because the heavy Cuban crop which is due in January is almost certain to weaken the market. Nevertheless, January is a long way off and if the market is further strengthened in New York to any marked extent, it will mean that our refiners here may eventually be compelled to raise prices.

The situation in spices does not get any better. This market has been active throughout the week and there has been a large demand from consuming channels. This is not only in the case of peppers, white and black, but also in cassias, and gingers and other spices as well. Almost every time after fluctuations are through, the market is left in a higher and stronger condition and this is due to an actual spot scarcity in practically every line of spice. Moreover, so far as New York is concerned, apparently they are feeling a wave of optimism and prosperity at present and are ready to do large business, which is speeding up demand to an extent.

Potatoes are a little easier in Canada this week and in some of our markets we record a drop of about 10c. So far as Toronto and Montreal are concerned, the market is distinctly easier to the extent of about a dime. This is chiefly due to the fact that while the run was on, everybody bought potatoes heavily, with the result that everybody got stocked up and, being pretty well supplied at present, the big demand has fallen off. In the meantime farmers are rushing forward their supplies to take advantage of high prices, and this is, of course, tending towards weakening the market tone. The basic fact, however, remains that the potato crop is wretched all over the country, owing to the blight about which we have already spoken, and it will not be long, we think, before the demand is as strong again as ever and prices will probably advance.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Big export demand for flour to come in several lines of feed. Firmer tone to rolled oats. Few offers of Ontario flour.

PRODUCE AND PROVISIONS

Lard market steadier. Butter and cheese markets easier. Dealer eggs likely before long. Easter feeling to honey.

FISH AND OYSTERS—

Big demand for Hallowe'en. Oyster market shows improvement. Halibut advances a cent per lb. Smoked fish not so active. Pickled herrings not so plentiful.

FRUIT AND VEGETABLES—

No. 1 Greenings offered \$4 bbl. Nova Scotia cranberries at \$6.50 bbl. Spanish onions up to 8 cents. Big demand for blue grapes, 17c. Messina lemons arrive here. Artichokes' first appearance.

GENERAL GROCERIES—

sugar firmer; prices unchanged. New currants arrive; are high. Shelled walnuts jump 3 cents. New molasses for Christmas. Advance in rice for new year. Pepper market up again. Beans arriving more freely.

ONTARIO MARKETS.

FLOUR AND CEREALS—

British buying flour heavily. Feeds stiffen a little. Rolled oats in demand. Ontario flour called for.

PRODUCE AND PROVISIONS—

No change in meats. Butter firm and higher. Eggs up once more. Cheese market unchanged. Poultry generally advances.

FISH AND OYSTERS

Salmon scarce and high. Better demand for oysters. Halibut in request. Fresh fish very scarce.

FRUIT AND VEGETABLES

Spanish onions higher. Better call for red stuff. Lots of grapes coming. Apples dear all round. Brussel sprouts selling. Potatoes slightly easier.

GENERAL GROCERIES—

New dates in shortly. Prune market jumps sharply. Few walnuts for Christmas? Tarragona almonds here. Spice market still firm. Sugars steady again.

QUEBEC MARKETS

Montreal, Nov. 4.—The Montreal refiners still consider it wise policy not to advance the price of sugar, despite the fact that the raw sugar market is much firmer, and a further advance has taken place in New York refined. Unless supplies of raw sugar become very scarce, and the demand for refined becomes heavy, it is possible that there

CANADIAN GROCER

will be no advance, as the heavy Cuban crop, which is due in January, is certain to weaken the market. January is a long way off, however, so that further strengthening of the raw market may eventually compel refiners to raise their prices.

This week saw the arrival of the first new currants on the Canadian market, at prices probably unheard of before. Retailers will pay 13c for packages and 12c for loose, which is not far from double the price they paid a year ago. New shelled walnuts also arrive in New York shortly—a small shipment—but they are not expected here until December.

Some time ago attention was drawn to the fact that a famine of maple sugar was likely before the new crop arrived. As soon as this fact became known, prices jumped, and it was predicted that 15c would be paid before Christmas. This figure is being paid to-day for Beauce sugar, while Townships is also bringing a high price.

The potato market is easier about 10c per bag. Grocers and other dealers have been buying rather heavily at the high prices, and have all been pretty well supplied for the present. In the meantime, farmers are rushing forward their supplies to take advantage of high prices, which is weakening the market slightly. It will not be long, however, before the demand is as strong as ever. The situation in P. E. I. is peculiar; there are practically no offerings at all as yet.

SUGAR.—There is a very strong raw market, but it is very doubtful whether there will be an advance in refined here. Refiners are taking into consideration the fact that there is the big Cuban crop to come in yet, and the present firmness is only looked upon as temporary. In New York, refiners have been waiting for lower prices, and have put off buying; when they came into the market again the other day, having run short of raws, those who had supplies on hand held up the price. However, the Cuban crop is not due until January; there may be further advances in the raw market. The fact must be taken into consideration that November and December are months in which the sale of sugar is not heavy. Wholesalers report a fair demand.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 05
20 lb. bags	6 15
2 and 5-lb. cartons	6 35
Yellow Sugars—	
No. 3	5 90
No. 1	5 65
Extra Ground Sugars—	
Barrels	6 40
50 lb. boxes	6 60
25 lb. boxes	6 80
Powdered Sugars—	
Barrels	6 20
50 lb. boxes	6 40
25 lb. boxes	6 60
Paris Lump—	
100 lb. boxes	6 65
50 lb. boxes	6 75
25 lb. boxes	6 95

Crystal Diamonds—	
Barrels	6 65
100 lb. boxes	6 75
50 lb. boxes	6 85
25 lb. boxes	7 45
Cartons and half cartons	8 45
Crystal Dominoes, cartons	8 15

TEAS.—Prices have undergone very little change, although Japans are higher for lower grades. The supply seems to be pretty well cleaned up in Japan, and the balance of shipments are coming forward, which closes up the season's market. Very few consigned teas are coming to this market, owing to the shortage and extra demand from the United States, which has left practically nothing to ship on consignment. For good Ceylon teas, the market is as strong as ever. Lots of Indias are being offered cheap, but the quality is not good as a rule. The Congou market has been wobbly of late—one day up, the next down.

DRIED FRUITS.—Stocks of Sultanas in importers' hands are about exhausted, and the quality of some of them by this time is not good. New currants are already arriving on this market, the first car reaching here on Monday. The trade is being asked to pay 13c for packages, and 12c for loose. Last year the opening price was around 7 and 9 cents. Lemon and orange peels are both high. New prices on dates should be available soon, and are not likely to be low, as there is said to be only one boat.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 09½
Apples, choice winter, 50-lb. boxes	0 59
Apricots	0 15½
Nectarines, choice	0 17½
Peaches, choice	0 10
Pears, choice	0 13½
DRIED FRUITS.	
Candied Peels—	
Citron	0 20
Lemon	0 13½
Orange	0 13½
Currents—	
Piliatras, fine, loose, new	0 10½
Piliatras, packages, new	0 11½
Dates—	
Dromedary, package stock, per pkg.	0 39
Paris, choicest	0 17½
Hall-wee, loose	0 07½
Hallowee, 1-lb. pkgs.	0 09½
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. brieles, 10 oz.	0 09½
Cal. brieles, 16 oz.	0 10
Cal. layers	0 10
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 12½
40 to 50, in 25-lb. boxes, faced	0 11
50 to 60, in 25-lb. boxes, faced	0 10
60 to 70, in 25-lb. boxes, faced	0 09½
70 to 80, in 25-lb. boxes, faced	0 09
80 to 90, in 25-lb. boxes, faced	0 08½
90 to 100, in 25-lb. boxes, faced	0 08
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 6-crown cluster	3 60
Muscadels, loose, 3-crown, lb.	0 09
Sultanas, box	0 16
Cal. seedless, 16 oz.	0 17½
Paris seedless, 16 oz. pkgs.	0 10½
Choice seedless, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—Walnuts are up again in France. No cause is given. The price jumped 3c during Thursday and Friday last week, and New York followed. The first shipment of new shelled walnuts is expected in New York at the end of this week, this being an express shipment of a few hundred cases. Supplies are not expected here until December, as the only boat to connect leaves on November

18, and it takes three or four weeks to reach here. There will hardly be any nuts here for the Christmas trade unless another boat is put into service between Bordeaux and Liverpool. Almonds are steady in the primary market, but are hard to get on spot. Spanish shelled filberts on spot and import are getting almost too high to handle. On the other hand, Sicily filberts in shell opened on the same basis as last year, and are now reaching this market.

Almonds, Tara	0 17½	0 18½
Greenables, new	0 15	0 16
Marbots, new	0 3½	0 34
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 14	0 15
Filberts, shelled	0 24	0 24
Pecans, large	0 20	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	0 07
Peanuts, No. 1, Spanish	0 08	0 08½

MOLASSES.—Prospects are for a big crop next year, and shipments of small lots are expected to arrive on this market by Christmas, for which there will be hundreds of buyers. It appears that the crop from the southern part of Barbadoes is ready by this date, but everything depends upon the weather. High prices are expected for this first shipment, as stocks by them will be exhausted almost completely, both of fancy and choice. It is expected that prices will be high as those paid by wholesalers recently for molasses which they sold to the trade for 57c.

Barbadoes Molasses—	Price for
	Island of Montreal.
	Fancy. Choice.
Punchcons	0 57 0 48
Barrels	0 60 0 51
Half barrels	0 62 0 53
For outside territories prices range about 3c lower.	
Carload lots of 20 punchcons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Corn Syrups—	
Barrels, per lb., 3¼c; ¼ bbls., 4c; ¼ bbls.	0 04¼
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4¼c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

RICE.—A milling company in the West advises its representative here that an advance on Siam is likely after the first of the year.

SPICES.—Cable advices received here are to the effect that Singapore white pepper is up about ¾d. over the lowest point reached this fall. The pepper market, for both black and white, is strong and advancing. Pimentos have stiffened about ¼d. in the primary market. New crop of Jamaica ginger will be available about the end of December. Cloves are stiffening very rapidly.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 22	—0 89	—0 29
Cayenne pepper	—0 28	—0 28	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar—80c.			
Ginger, Ceylon	—0 22	—0 22	—0 29
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	—0 80	—1 00
Nutmegs	—0 40	—2 40	—0 75
Pepper, black	—0 22	0 91—1 00	—0 29
Pepper, white	—0 30	1 15—1 20	—0 49
Pastry spice	—0 22	0 95—1 20	—0 49
Pickling spice	0 14—0 16	—0 16	—0 16
Turmeric	0 21—0 23	—0 23	—0 23

Lower prices for pails, boxes or balters when delivery can be secured.

Cardamom seed, per lb., bulk	2 40	2 50
Caraway—		
Canadian	0 13	0 13
Dutch	0 20	0 22

Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cassia chillies		0 36
Shredded coconut, in pails	0 18½	0 22
Pimento, whole		12 15

COFFEE.—Prices in the primary market are unchanged; in fact, have not been any changes for two or three months to speak of. Feeling here is that if any change takes place, it will be down, as there is a big crop, and the consumption is smaller, especially in Europe. Trade in this country is slightly better.

Coffee—		
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 26	0 28
Mexican	0 25	0 28
Marticaibo	0 22	0 24
Jamaica	0 22	0 24
Santos	0 19	0 22
Rio	0 16	0 18
Chicory		0 14

DRIED VEGETABLES.—The new crop is coming in, and the market will likely ease off. It will be several weeks, however, before the price gets down to three dollars. Shipments are being made rapidly. The quality is not bad, but supplies have been coming from a district where little damage was reported. There are no shipments as far as can be learned from Chatham, where the crop was badly damaged. The pea market remains about the same, good boilers being rather difficult to obtain.

Beans—		
Canadian, 3-lb. pickers, per bushel....	3 50	
Yellow eyes, per bushel	4 00	
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 65	2 75
Peas, split, bag, 98 lbs.	5 50	
Barley, pot, per bag	2 90	
Barley, pearl, lb.	0 05	0 06

ONTARIO MARKETS

TORONTO.—A pretty good index is furnished to the general coming back of better business by a wholesaler here, who has just cast up his figures for the last six months. He compares this period with that from May to October in 1913 and finds that he is this year exactly one dollar ahead. He has not had quite as big a turnover, but his net profits have been, on the whole, higher, and he thus comes out one dollar ahead. There is no doubt at all, now, that business is much better in the grocery trade. Reports from this city and the province show that the general condition among retailers is one of "bare shelves," which means they have held off buying so long that they can't hold off any longer. Moreover, crop expectations have been more than fulfilled, and the West, therefore, has tremendous purchasing power, the good effect of which is bound to be felt—is, indeed, being now felt—in Eastern Canada. Collections, in city and county alike, are reported better. More than that, a real improvement in demand is to be seen, and there are many cases comparable to that of the wholesaler we have just quoted. We commend his example to some of our pessimistic friends, with the passing word that so long as their hearts are in their

boots it is no wonder they find the trail heavy. More confidence and still more is needed. There is now much on which to base it.

Dried fruits are the most sought after lines these days, and already Christmas demand is in hand. In nearly all cases dried fruits should be bought early; quick buying at present levels will pay as a business resource, because the outlook is all for higher prices.

Beans are arriving more freely now, and the market is consequently easier to some extent.

Despite the excitement in sugar circles last week, the situation drifted back to more or less normal again, and the flurry appears to have had little effect here. One refiner talked of higher levels, but the majority are flatly against them unless there be some adequate reason which has not yet shown itself. Trading here is fair to middling, but certainly nothing to write home—or raise prices—about.

SUGAR.—There was an excited flurry in the sugar market in New York last week, and the market wound up the week firm and higher, in both raws and refined. The strength, however, faded away at the opening of the week, and so far as Canada is concerned the up-and-down movement appears to have cut little ice. Trade is only fair, and deliveries are dropping off. The order of the day in this market is quick trade and even prices. It would appear, too, that sooner or later we shall have lower prices in New York.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 11
20 lb. bags	6 21
10 lb. bags	6 26
2 and 5-lb. cartons	6 40
Nova Scotia refined, 100-lb. bags	6 01
New Brunswick refined, 100-lb. bags	6 11
Extra Ground Sugars—	
Barrels	6 51
50 lb. boxes	6 69
25 lb. boxes	6 81
Powdered Sugars—	
Barrels	6 31
25 lb. boxes	6 71
Crystal Diamonds—	
Barrels	6 76
100 lb. boxes	6 86
50 lb. boxes	6 96
Cartons (20 to case)	7 51
Cartons (50 to case)	8 31
Crystal Dominoes, cartons	7 81

Paris Lumps—	
100 lb. boxes	6 86
50 lb. boxes	6 96
25 lb. boxes	7 16
Yellow Sugars—	
No. 1	5 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—There appears to be some confusion with regard to what happened on Monday at the Indian auction in London. We saw one cable to a house here which reported the market on medium grades down a farthing. Another concern, however, were advised that teas were quite firm. Probably, at any rate, fine teas are firm; common grades may be somewhat easier. There is little new in this market. Demand is steady and easy, and the condition is almost featureless.

DRIED FRUITS.—Prunes are all up cent this week, following the move-

ment at the Coast, where the market jumped and is firm at amended levels. We now quote 30s-40s at 13c to 14c, and this is an advance of 2c in two weeks. There seems to be a tendency in New York to let up on buying, following these advances, till the situation develops further.

With regard to currants, New York reports that spot stocks of 1915 Amalas are practically exhausted, and thereupon price stiffened noticeably. All our prices must be regarded as very firm. Demand is good, and the retailer who buys now will be in right. Christmas is not very far off, and as it gets nearer, prices, we think, will certainly advance.

The first Persian dates arrived in New York this week, and they should be in this market and ready for delivery next week. Prices are as quoted.

Apricots are showing slight advances in New York, and they are quite firm here on a rising demand. Stocks are not heavy by any means.

Both seeded and seedless raisins are still firm, though the strength of the market consists more in scarcity of supplies than a very heavy demand.

Apricots—		
Standard, 25 lb. boxes	0 10½	0 11
Choice, 25 lb. boxes	0 12	0 14
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 20	0 23

Currants—		
Filiatras, per lb.	0 12	0 13
Amalas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
Cleaned, ½ cent more.		

Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 07½

Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 13
50-60s, 25-lb. boxes	0 13½	0 14½
60-70s, 50-lb. boxes	0 13½	0 14½
70-80s, 50-lb. boxes	0 10½	0 11½
80-90s, 50-lb. boxes	0 10	0 11
90-100s, 50-lb. boxes	0 09	0 10
25 lb. boxes, ¼c more.		

Peaches—		
Choice, 50 lb. boxes	0 06	0 06½
25 lb. boxes ¼c more.		

Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.		0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets		0 10

NUTS.—So far as in-the-shell stuff is concerned, new Tarragona almonds arrived this week, and there is eager buying at our quoted levels. There is a grave doubt as to whether we shall have any new shelled walnuts for Christmas. What are selling now are September cracked. Price on shelled walnuts is very firm. Altogether, it has jumped 5c a pound from low point to the present, and it will likely go higher as Christmas approaches. Brazils are in good demand. We quote 15c to 16c a pound.

In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 15	0 16
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18

CANADIAN GROCER

Walnuts, Grenoble ..	0 15	0 16
Walnuts, Bordeaux ..	0 11	0 12
Walnuts Marbots ..	0 13	0 14
Shelled—		
Almonds ..	0 38	0 40
Filberts ..	0 35	
Peanuts ..	0 11	0 11½
Pecans ..	0 55	0 60
Walnuts ..	0 36	0 38

SPICES.—These have been very active throughout the week, and the market closed active, with a large demand from consuming channels, coupled with heavy trading locally in all grades of black and white peppers, red peppers, cloves, cassias and gingers, as well as in a number of specialties like mustard seed, caraway and poppy seed, thyme, marjoram and sage. Fluctuations have been abrupt, and in every case the change has been in the nature of an advance, brought about by actual spot scarcity, which keeps the situation strong and encourages new business for import. Peppers, in particular, are very strong.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground ..	0 10	0 16
Allspices, whole ..	0 10	0 15
Cassia, whole ..	0 21	0 32
Cassia, ground ..	0 14	0 22
Cinnamon, Batavia ..	0 27	0 36
Cloves, whole ..	0 27	0 35
Cloves, ground ..	0 18	0 22
Cream of tartar ..	0 45	0 50
Curry powder ..	0 30	0 35
Ginger, Cochia ..	0 15	0 17
Ginger, Jamaica, ground ..	0 18	0 21
Ginger, Jamaica, whole ..	0 25	0 30
Ginger, African, ground ..	0 14	0 18
Mace ..	0 80	1 00
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s ..	0 20	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins ..	0 22	0 25
Pastry spice ..	0 14	0 18
Peppers, black, ground ..	0 19	0 24
Peppers, black, whole ..	0 19	0 24
Peppers, white, ground ..	0 34	0 36
Peppers, white, whole ..	0 16	0 20
Pickling spice ..	0 18	0 20
Turmeric ..	0 18	0 20

RICE.—There is a good steady inquiry for all kinds of rice. The mills in the South are not offering freely, being behind in delivery if not greatly oversold. The planters are getting full values for the rough, which adds to the strength. Generally the situation is firmer, though levels are the same.

Rice—		
Rangoon "B." per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy ..	0 07½	0 09

Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	

BEANS.—This is a waiting market. Beans are coming, but in no great quantity as yet, and price is almost anything that can be got.

Beans, hand-picked, bushel ..	4 20	4 25
Peas, blue, bushel ..	3 00	3 05

TORONTO

CANNED GOODS.—There is a slackening in the demand for tomatoes, corn and peas to be noticed. This is not serious; it only means that the trade has been buying fairly heavily, and has got pretty well supplied. The chief factor, the dearth of supplies when all demands are taken into account, still stands.

Salmon, Sockeye—		
1 lb. tins, cases 4 doz., per doz.	2 52½	
1 lb. tins, cases 4 doz., per doz.	2 72½	
1 lb. tins, cases 8 doz., per doz.	1 57½	
Five cases or more, 2½c doz. less than above ..		
Chums, 1-lb. tins ..	0 80	

Pinks, 1-lb. tins ..	1 20
Cones, 1-lb. tins ..	1 45
Red Springs, 1-lb. tins ..	2 00
Humpback, ½-lb. tins ..	0 60
Canned Vegetables—	
Tomatoes, 3's ..	1 10
Peas, standards ..	0 95
Early June peas ..	0 95
Extra sized peas ..	1 45
Corn, 2's, doz.	0 95
Canned Fruits—	
Blackberries, heavy syrup, doz.	2 15
Black raspberries, heavy syrup, doz.	1 95
Pumpkins, doz.	0 90

MANITOBA MARKETS

Winnipeg, Oct. 31.—"Country business excellent, city trade rapidly improving," is the summary of Western Canadian business by a leading wholesale grocer yesterday.

There is a prodigious movement of grains of all kinds under way now; prices are good and there is lots to come along. The finest of fine weather gives all an optimistic feeling and "everything is lovely and the goose hangs high."

As regards prices there are some unexpected turns; prunes are away up two cents, this after almost as sharp a decline a week or two ago. Currants have advanced, new season prices for nuts are announced, Brazils are unexpectedly cheap; other lines little changed.

SUGARS.—The market here is unchanged but according to prices of New York raws we should be about 35 cents per cwt. higher. Opinion is that the jolt will land one of these days.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated ..	6 55
Extra ground or icing, boxes ..	7 50
Extra ground or icing, bbls.	7 30
Powdered, boxes ..	6 70
Powdered, bbls.	6 80
Hard lump (100-lb. case) ..	7 50
Montreal, yellow, bags ..	6 25
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 50
Halves, 50 lbs., per cwt.	7 35
Bales, 20 lbs., per cwt.	7 50
Powdered, 50s ..	7 05
Powdered, 25s ..	7 40
Iceing, barrels ..	7 35
Iceing, 50s ..	7 60
Cut loaf, barrels ..	7 45
Cut loaf, 50s ..	7 70
Cut loaf, 25s ..	7 85

Sugar, British Columbia—	
Extra standard granulated ..	6 60
Bar sugar, bbls.	6 75
Bar sugar, boxes ..	7 00
Iceing sugar, bbls.	6 95
Iceing sugar, boxes ..	6 60
H. P. lumps, 100-lb. cases ..	7 85
H. P. lumps, 25-lb. boxes ..	7 70
Yellow, in bags ..	6 20

Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ½ doz.	3 03

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case.	3 75
5-lb. tins, 1 doz. to case, per case ..	3 50
10-lb. tins, ½ doz. to case, per case ..	3 50
20-lb. tins, 3 tins to case, per case ..	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes ..	0 53
New Orleans ..	0 34
Maple Syrups—	Per case.
Imperial, quarts, case, 2 doz.	5 40
Imperial, ½ gals., 1 doz.	5 55
New, pure, ¼ gal. case ..	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS. — Manipulation in California is responsible for a rise of 2 cents per lb. on all prunes. Currants are higher and hard to get. There is a little more speed in dried fruits due to falling off in supplies of preserving lines.

Apples, evaporated new, 50's ..	0 08½
Apples, choice, 25's ..	0 12
Apricots, choice, 10's ..	0 12½

Currants—	
Dry clean ..	0 08½
Washed ..	0 11
1 lb. package ..	0 10½
2 lb. package ..	0 21
Vostizias, bulk ..	0 12
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07½
Hard dates, 12-lb. boxes ..	1 25
Peaches—	
Standard, 25-lb. boxes ..	0 06½
Choice, 25-lb. boxes ..	0 07½
Choice, 10-lb. boxes ..	0 07½
Raisins, Muscatels—	
3 crown, loose, 25's ..	0 08½
3 crown, loose, 50's ..	0 09
Raisins, Sultanas—	
California, 50's ..	0 12½
Prunes, in 25-lb. boxes—	
90 to 100 ..	0 07½
80 to 90 ..	0 08
70 to 80 ..	0 08½
60 to 70 ..	0 09½
50 to 60 ..	0 10½
40 to 50 ..	0 11½
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13½
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12½
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07½
Cooking figs, choice naturals, 25-lb. bags ..	0 07

NUTS.—New season's prices for nuts are announced for first November issue of Grocer. No changes of importance may be expected for some time.

Almonds, sacks, per lb.	0 16½
Brazils, sacks, per lb.	0 13½
Filberts, sacks, per lb.	0 13
Peanuts, sacks, per lb.	0 12
Peanuts, Virginia roasted ..	0 09
Peanuts, Virginia green ..	0 07
Walnuts ..	0 13½
Pecans ..	0 17
Shelled Walnuts ..	0 36
Shelled Almonds ..	0 36
Shelled Almonds, top grade ..	0 48

RICE AND TAPIOCA.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 08
No. 2 Japan, per lb.	0 04½
Sia, per lb.	0 03½
Patna, per lb.	0 07½
Carolina, per lb.	0 08½
Sago, pearl, lb.	0 06½
Tapioca, pearl ..	0 06

DRIED VEGETABLES.

Beans—	
California, hand-picked, per bushel.	4 30
California Lima Beans—	
Bag lots ..	0 07½
Less than bag lots ..	0 06½
Barley—	
Pot., per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 80
Sacks, 40's ..	3 02
Whole peas, bushel ..	2 80

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, B.C., Nov. 2, 1915.—Butter is now quoted at 31c to 35c, and New Zealand cubes at 39c; half-bricks at 40c. Eggs, local fresh, are worth 52c. Vancouver Island quotes 50c to 54c. Lard prices have all considerably advanced as per quotations. Foreign beans are off the market. Cream of tartar is worth 55c. Potatoes have a longer range of 12 to 16. Sugar is now \$6.95, and yellow sugar at \$6.30. Canned beans are 10c lower. Corn is up a nickel, at \$2.15. Tomatoes at \$2.35. Currants in bulk are worth 10¼c. Package is worth 11c.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	31 35
New Zealand cubes ..	39
New Zealand brick ..	49
Cheese, per lb., large, 18¼c; twins ..	0 18½
Cheese, Stilton, lb.	0 23

EGGS—	
Local fresh ..	0 52
Vancouver Island ..	54
Lard, 3's, per case ..	9 60
Lard, 5's, per case ..	9 50
Lard, 10's, per case ..	9 45
Lard, 20's, each ..	12 30

CANADIAN GROCER

GENERAL.

Almonds, shelled, lb.	0 45
Beans, foreign, per lb.	6 50
Cream of tartar, lb.	5 00
Beans, navy, per bush.	6 00
Eggs, 1-1/2 doz. packages, per box	0 85
Eggs, 3-0 doz. packages, per pkg.	2 25
Cocoanut, lb.	18 40
Commercial, bad	3 00
Flour, best patents, per bbl.	6 30
Honey, Idaho, 24 lbs.	1 50
Lemons, doz.	3 75
Potatoes, per ton	12 00
Roller oats, bbl. of 80 lbs.	3 10
Onions, lb.	0 01 1/2
Oranges, box	5 00
Rice, 50's, sack	1 00
Sugar, standard grain, per cwt.	8 05
Sugar, yellow, per cwt.	6 40
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 60

CANNED GOODS.

Apples, gals., 5/case	\$1 62
Beans, 2's	2 10
Corn, standard, per 2 dozen case	2 15
Peas, standard, per 2 dozen case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	3 60
Strawberries and raspberries, 2's, case	4 50
Tomatoes standard, per dozen, case	2 35

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 11c; Apples, lb.	10 c
Prunes, 70-80, 15's, lb.	07 c
Currants, per lb., 11c; Raisins, seeded, lb.	09 c
Peaches, per lb.	07 c
White figs, per lb.	06 c

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Nov. 4.—Several hundred earloads of potatoes left Edmonton during the last four weeks for the East. Three local battalions have returned to the city for the winter; business is consequently brisker. Flour is steady. Sugar remains firm, with a small advance during the last few days; New York market probably tends to cause an advance here. Molasses in bulk increased 10c a gallon. Coal oil higher by 10c case; bulk, 1 1/2c gallon.

General—	
Beans, Ashcroft, lb.	0 06 1/2
Beans, Japan, per bush.	3 90
Bean, ton	18 00
Corn, whole roasted, 110	0 18
Potatoes, per bush.	0 25
Roller oats, 20's, 80c; 40's	1 60
Roller oats, bbl. \$2.15; 80's	1 75
Flour, fancy patents	2 85
Flour, seconds	2 80
Rice, Siam, per cwt.	3 90
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 45
Sugar, 3c/100, per cwt.	7 05
Walnuts, shelled, lb.	0 38
Produce and Provisions—	
Cheese, lb.	0 17 1/2
Bacon, lb., 20c; bellies, lb.	0 20 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 3c; No. 2	0 19
Eggs, new laid	0 35
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25
Canned Goods—	
Corn, standard, per two dozen	2 20
Peas, standard, 2 dozen	2 15
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 85
Salmon, sockeye, 4 doz. tins, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Evaporated apples, 50's	0 10 1/2
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07 1/2

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 4.—Evaporated apricots, peaches, and prunes are all climbing, owing to advances in the primary

market. It is reported that gallon apples are due for advances here shortly, and new evaporated apples will be higher than old stock. Slight reduction in hams and bacon in course of two or three weeks may also take place. Business is improving in the city.

General—

Beans, small white Japan, lb.	0 06 1/2
Flour, No. 1 patent, 90's	2 90
Molasses, extra fancy, gal.	3 00
Roller oats, bbl.	2 55
Roller oats, 80's	2 15
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 45
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 33
Butter, No. 1, dairy, lb.	0 27
Eggs, select storage, case	9 00
Lard, pure, 3s, per case	9 00
Lard, pure, 5s, per case	9 05
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/2

Canned Goods—

Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Loiater, 1/2s, per doz.	2 55
Salmon, finest sockeye, tins, 48's, per case	10 00
Salmon, pink, tins, 48's, per case	4 60

Dried Fruits—

Evaporated apples, 50's, per lb.	0 09 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15

Fruits and Vegetables—

Grapefruit, Cal.	5 00
Oranges, case	6 50
Lemons, case	6 00
Peaches, crate	0 90
Tomatoes, 4-basket crates	1 00

NEW BRUNSWICK MARKETS

By Wire.

St. John, N.B., Nov. 2.—Dealers here report that business is fairly steady, and the announcement of a battalion of infantry coming here for the winter was received with satisfaction, because it means increased business. Canned goods are about complete now, and prices slightly higher than last year's average. Dried fruits orders are being filled. Raisins are firmer. Currants quite advanced owing to the war situation with Greece. Dealers look for continuance of high rates and good demand. Evaporated peaches are lower. Buckwheat is high and up to \$3.75 a bag. Beans are scarce, and prospects poor. Cheese is firmer at 16 1/2c to 17c. Pork is rising; products expected to follow. Bacon is already firmer. Eggs are in fair supply at 30c and 31c. River navigation is drawing to a close.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 27	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	26 50	29 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 32
Eggs	0 30	0 31
Lard, compound, per lb.	0 11 1/2	0 12
Lard, pure, per lb.	0 15	0 15 1/2
Cheese, new	0 16 1/2	0 17

Flour and Cereals—

Commercial, gran.	5 75
Commercial, ordinary	1 95
Flour, Manitoba, per bbl.	6 70
Flour, Ontario	6 10
Roller oats, per bbl.	6 00
Potatoes, bbl.	0 90
	1 00

Fresh Fruits and Vegetables—

Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 00	4 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 35

Sugar—

Standard granulated	6 10	6 15
United Empire	6 00	6 05
Bright yellow	5 90	5 95
No. 1 yellow	5 70	5 75
Brass lump	7 15	7 25
Lemons, Messina, box	4 00	4 10
Beans, hand-packed, bush	4 00	4 10
Beans, yellow eyes, per bush	4 00	4 10
Canned pork and beans, per case	3 60	3 40
Molasses, Barbadoes, gal.	0 52	0 53
Cream of tartar, per lb., bulk	0 55	0 58
Currants	0 11	0 11 1/2
Rice, per cwt.	4 45	4 50

SASKATCHEWAN MARKETS

Regina, Sask., Nov. 3. — Business throughout Saskatchewan is looking up. As a result of the enormous grain crop harvested so successfully this fall, confidence has been restored, and business is brighter. Markets this week show little change. Creamery butter is quoted at thirty-three cents. The new prices for salmon this year, are the same as last season. Cheese is higher, large being quoted at eighteen cents. Evaporated apples are higher, 50's at 9 3/4, and 25's at 10 1/4. Baked pork and beans, Clarke's brand, are reported advanced. Grapes will be through this week. Other fruit remain at former quotations.

COFFEE SALES DOUBLED

J. N. Durand, Three Rivers, P.Q., bought an electric coffee grinder last June, at a cost of \$85. He placed this at the end of the counter near the door, where the pleasant aroma of the freshly ground coffee would be a reminder to customers as they entered. Within four months, his sales of coffee doubled, a fact that could only be attributed to his new method of grinding. To our Quebec representative, Mr. Durand expressed himself as follows:—

"Before we installed this electric grinder, we used a hand machine. It took about a quarter of an hour to fill an order, and customers often got tired waiting. This machine only takes a minute to do the job, and the electricity required only costs fifty cents a month. With the old machine there was a great temptation to start in the morning, and grind enough to last for three days. Thus it got kind of stale. With our new machine, the coffee is ground fresh for every order; and there is no waiting. I believe the machine has paid for itself already, considering the time of clerks saved, customers satisfied, and most important of all, that our sales of coffee have doubled."

THE AMOUNT of sorrow and suffering that will be eliminated when safety work is taken up earnestly by each man is beyond comprehension of those who have not studied the subject carefully, thoroughly and from all angles.

For the Christmas Hamper

Welcome Because Useful Articles to Include Are Canned Milk.
Coffee and So Forth—Now is the Time to Act—
Trade That is Extra.

NOW is the time when the people in Canada possibly are thinking more than ever about the men at the front because they are making up their Christmas hampers and parcels to send to the fellows in the trenches. It was ascertained recently that to reach the men who are "Somewhere in France," parcels should leave Canada during the first and second weeks in November—that is, if any amount of certainty is required as to whether or not the goods despatched will ever reach the men they are intended for. Many people will find themselves in a quandary because they do not know exactly what to send, or rather what will be most acceptable to men at the front in the way of foodstuff. In this connection the retailer should constitute himself a guide for his customers and tell them. Amongst the goods which will certainly be very much appreciated at the front are tinned milk, coffees, cocoas and the like. It is easy to see why these will be so acceptable.

The boys at the front find these lines very convenient because they require no preparation excepting the addition of boiling water. Experience in the different camps of Niagara, Valcartier and Exhibition Camp, Toronto, has been that this sort of thing has been very useful, and very much used, particularly amongst officers and non-coms., because they could use these things for extra meals or night lunches. The beauty of a gift of this sort is that it requires nothing at all but boiling water, because milk and sugar and so forth are included. In fact, there is no doubt at all that most people will be convinced immediately this side of the matter is put to them of the fact that such lines as canned coffees, cocoas and milks are acceptable to the men at the front.

A Good Opportunity

The grocer then, has a good opportunity for making money on these lines. This opportunity should be seized at once because, as we have pointed out, parcels ought to be leaving right now within the next few days any way, and there are possibly a great many people who are not entirely aware of this. It seems to us that the retailer has therefore the chance of making himself a good adviser to people who want to know what to put in these hampers and at the same time of making a little money on goods which will go out of the country.

Trade That Is Extra

This last is an important point. All this is extra trade because the goods bought for this purpose will not stay in Canada and will not take the place of anything bought in Canada but will be additional business which should be very acceptable at this time.

It is important that retailers understand once again that the time to get busy on this sort of thing is right now. It costs nothing at all to point out to your customers, as they come into the store, first of all the necessity of sending right away to the men in the trenches: secondly the advisability of sending things which will be really useful as well as merely acceptable and, thirdly, that the sending of this sort of thing, which means that soldiers can get hot drinks when they want them, is really a great service. As we say the grocer should point these facts out to his customer and by so doing corral some extra business.

UPS AND DOWNS IN SPICES

The European war has had a varying effect on the prices of spices, seeds and herbs. Advances in freight rates, shipping, uncertainties, higher exchange and closed markets have had a tendency to give strength to the market on certain spices and herbs, while, for various reasons, the prices on others have declined.

As is generally known, Germany and Austria are large consumers of spices. Most of the world's spice markets have been closed to these countries since the start of the war, and, consequently, the spices that would ordinarily go to them have been diverted elsewhere. This situation has had a tendency to equalize spice market conditions and prevent any sharp advances.

The market on pimentoes, cloves, ginger, nutmegs, mace and cassia has declined since August, due largely to surplus stocks which have accumulated as a result of large purchases made directly after the start of the war. The price of pimentoes is lower than ever before, because Germany, one of the largest users of this article, is no longer able to import it.

Prices on certain seeds and herbs have experienced phenomenal advances, in some cases from 100 to 400 per cent. German mustard seed has risen from 3½ cents per pound to 11½ cents, an

increase of practically 300 per cent.

Before the war these seeds were shipped from Russian Poland to the United States via Germany. This is no longer possible, hence the rise in prices. The country in which the bulk of these seeds are grown is now being devastated by the nations at war, and some authorities predict even higher prices after the cessation of hostilities.

Sage, which formerly sold as low as 3½ cents, now brings 30 cents. Prices on poppy and caraway seeds have also advanced. Opinions differ as to how the spice market will go after the close of the war. Some argue that it will slump, because the warring countries will unload their supplies, while others insist that the European countries will be larger purchasers of spices and consequently keep prices up.—The Spice Mill.



BUSINESS BASED ON REPUTATION

(Continued from page 28.)

It is of the greatest importance that a man who has no capital excepting what is inside of him should early establish a reputation for having certain winning qualities. Until he has done this, no matter how brilliant he may be, he is at a certain disadvantage. When he has shown that he is honest, reliable, that he has principles and proposes to live up to them; when he has shown that he has courage, grit, pluck and that he is not afraid to fight for truth and justice; when he has proved that he thinks more of always being found on the right side of any question than on the winning side, he will get people's confidence and admiration.



WARRANTY ON FOODS DISCUSSED

(Continued from page 17.)

would be the sufferer through no fault of his own.

It therefore appears to be quite reasonable that the retailer in such a case should be held responsible for the goods he buys. On the other hand, goods in hermetically sealed tins which cannot be opened, the question is a different one. Why couldn't the manufacturer state his case on the label as to meeting the food standards? In the meantime the warranty should be requested to make sure.

Canadian Grocer would be pleased to hear what others think of this important question.



MANY would rather sing over and over again psalms for the sins of the past. The day of man's salvation is to-day. Live earnestly. Make the limit of your life the twenty-four hours of the day.



FRUIT AND VEGETABLES



Better Demand for Root Vegetables

Toronto Reports Parsnips, Turnips and Carrots Higher — Messina Lemons Selling — Pines Now in: Moderate Prices—Montreal Quotes High Prices on Spanish Onions.

MONTREAL

FRUIT.—New lemons have arrived on the market from Messina, which are selling for five dollars per box, 420 size. These are about the same price as last year. There is no change in the orange situation. No more basket peaches on the market, and not enough plums to quote. There is only a slight demand for quinces, which are quoted at 50c per basket. Blue grapes are still plentiful, as there is a heavy demand for wine; they are bringing 17-18c for 6-qt. baskets. There is very little change in apple quotations. Greenings are being offered at 4.00 per bbl. for No. 1's. Cranberries are coming in from Nova Scotia, and are selling well at 6.50 bbl. They are of exceptionally good quality. Cape Cods are still quoted at 9.00 per bbl.

Apples—		
Fameuse, No. 1's	5 50	
Alexanders, No. 1's, bbl.	3 00	3 50
Wealthy, No. 1's	3 50	
Calvert	1 75	2 25
McIntosh Reds	4 00	5 50
Starks	4 50	
Spies	3 75	4 50
Ben Davis	4 60	3 75
Rosets	4 00	4 00
Greenings	2 00	2 25
Bananas bunches	9 00	
Cranberries, Cape Cod, bbl.	6 50	9 00
Cranberries, Nova Scotia, bbl.	3 50	4 40
Granefruit, 46-54-60-96	0 17	0 18
Grapes, blue, 6 qt. baskets		2 25
Grapes, Tokay, crate, 4 baskets		
Lemons—		
Verdillias	3 50	3 75
Messinas, 120 size		5 00
Oranges—		
Valencias, Cal., late 126-250	6 00	
Jamaica, 156-200-276	3 50	
Porto Rico, 126-150-250-288	3 00	
Pineapples, 18-24 and 30-36	1 00	
Peaches, box	3 25	
Pears, box		0 50
Quinces, basket		

VEGETABLES.—One of the features of the market is the high price being secured for Spanish onions, which are quoted at 6.00 per crate. These usually sell for three or three and a half dollars. The supply appears to be very short. Perhaps the market on potatoes is easier than it was a week ago, but prices quoted are still high. They are asking 1.15 for Green Mountains 80-lb. bags, and 1.00 for Montreals 80 lbs. Dealers can get all the beets, carrots and parsnips they require at 50c per bag, or probably less. These prices will get higher as Christmas approaches. At present there are too many on the market to bring a high price. Boston head lettuce is selling for

\$1.50 per box. Peppers are inclined to be scarce, and supplies from now on will be much higher. Hothouse cucumbers are offered at 1.50 per doz., and Montreals, the flavor of which is not so good as the above, are selling for 50c per doz. Cauliflowers are down a little—to 1.50 for the best, although poorer stuff can be got for 50-75c per doz. Lots of cabbage are offered. New lines on the market are artichokes at 1.25 a bag, which is about the same as last year, and celery roots, which are quoted at 50c a doz.

Artichokes, bag	1 25	
Beets, bag	0 50	
Beans, wax, N.Y., per basket	3 00	
Beans, green, N.Y., per basket	3 00	
Brussels sprouts, qt.	0 12 1/4	0 15
Cabbage, Montreal, per doz.	0 25	0 35
Cabbage, red, doz.	0 40	
Carrots, bag	0 50	
Cauliflower, Canadian, doz.	0 50	1 50
Celery, Montreal, doz.	0 25	0 50
Celery roots, doz.	1 50	
Cucumbers, fancy, Boston, doz.	1 50	
Cucumbers, Montreal, basket	1 75	
Egg plant, N.Y., doz.	0 10	
Leeks, bunch	0 50	0 60
Head lettuce, Montreal, doz.	1 50	
Head lettuce, Boston, box	0 25	
Curly lettuce, doz.		0 25
Onions—		
Montreal, 75 lbs., bag	1 15	1 50
Parsnips, bag	0 50	
Parsley, Canadian, doz. bunches	0 15	
Peppers, 18 each basket	0 40	0 50
Potatoes—		
Montreal, bag	1 00	
New Brunswick, bag	1 15	
Sweet, hamper	1 40	1 50
Radishes, doz.	0 15	
Spinach, Canadian, box	0 50	
Turnips, bag	0 50	1 00
Tomatoes, hothouse, lb.	0 18	
Tomatoes, Chateaugay, basket	0 40	0 50
Pumpkins, doz.	1 00	
Squash, doz.	0 50	1 00
Vegetable marrows, doz.	0 40	0 50
Watercress, Canadian, doz.		0 50

TORONTO

FRUIT.—Receipts of fruit, with the exception of grapes, were light on the wholesale fruit market this week. One firm has given the preference to British Columbia boxed apples over those shipped from the Western States, and will have a car of mixed varieties on the market in a few days.

Meanwhile apples sell at \$5 to \$5.50 for snows; in boxes they are worth anywhere from \$1 to a dollar and a half. There is a good demand but stocks are far from ample. It looks as if we'll see higher prices, so much of the crop has been touched by the rot.

There were large quantities of very poor quality grapes on the market recently, the blue ones selling as low as 5c

to 11c per 6-quart basket, some better ones going at 12c to 14c, while good blues brought 15c and 16c, the greens selling at 14c to 17c, while Red Rogers brought 20c to 25c per 6-quart basket. There were only a few peaches on the market, and they sold at 20c to 25c per 6-quart basket.

Pears were mostly of the Keifer variety and continue stationary in price at 22 1/2c to 35c per 11-quart basket; very few of the better quality have yet been shipped in, and such as did were sold at 40c to 60c per 11-quart basket.

Porto Rico grape fruit is selling now as well as Jamaica stuff. Lemons are firmer and slightly higher. Pines are now selling; a few 24's are worth \$5 and 30's about \$4.50 a case.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	5 00	5 50
Apples, snow, box	1 00	1 50
Apples, 11-qt. basket	0 20	0 40
Apples, McIntosh Reds, basket	0 75	0 80
Bananas, per bunch	1 50	1 80
Cocanuts, sack	4 50	5 00
Cranberries, bbl.	8 75	9 00
Granefruit—		
Jamaica, case	4 75	5 00
Porto Rico, case	4 95	5 10
Grapes, Tokay, case	2 00	2 25
Grapes, Emperor, keg	4 50	4 80
Grapes, Can., blue	0 08	0 16
Can. Red Rogers, 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	5 00	5 75
Jamaica, case	3 75	4 00
Lemons, new, box	4 00	4 50
Limes, per 10	1 50	
Peaches, Can., 11-qt.	0 40	0 65
Peaches, Can., 6 qt.	0 30	0 40
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 50	0 70
Pineapples, Porto Rico	4 50	5 00
Plums, Canadian, large basket	0 20	0 25
Pumpkins, doz.	0 50	1 00
Quinces, 11-qt. basket	0 40	0 60

VEGETABLES.—One merchant has given the order for five cars of extra special British Columbia potatoes. British Columbia onions will likely be on the market in a few days, as they are of splendid quality, and the Louisiana crop is a failure. The California variety will not keep, and Spanish onions are showing a heavy shrinkage at the present time, and our local ones are generally of very poor quality this year on account of the excessive rains. Turnips are firmer and generally higher. Carrots are higher too; root stuff is in much better demand.

Beets, Canadian, bag	0 60	0 75
Cabbage, new, doz.	0 30	0 40
Carrots, new, bag	0 75	0 80

(Continued on page 39.)

FISH AND OYSTERS

Oysters of Better Quality

This is One Reason for a Good Demand—Hallowe'en Business Good—Dried Fish Trade Speeds Up With Colder Weather—Halibut Slightly Lower.

MONTREAL

FISH.—The fish trade continues fairly active, with a very good general demand. Owing to the festivities that are taking place around Hallowe'en, the demand for bulk and shell oysters has been better than was generally expected. The shell oyster in particular has such a good demand, stocks have been reduced to a minimum. It is to be noted this year that the flavor and general condition of natural shell oysters is better than for quite a number of years. According to advices, the supply of opened oysters from Chesapeake Bay are larger than they have been for some time past, and prices are a trifle easier. A few more cars of fresh halibut will be available for this week's trade, but the price had advanced a cent per lb. Salmon prices are also on the increase, and what is coming will be sold at a cent or a cent and a half above last quotations. Fresh fish from the East are coming in in better supply, and prices are expected to come down before long. The demand for all kind of smoked fish is not very active due to the warm weather. In pickled and salted lines it is stated that pickled herrings will not be so plentiful as was thought at first, and prices will likely be a dollar more per barrel in the next few days.

TORONTO

FISH AND OYSTERS.—The outstanding thing about this market is the firmness in salmon. As last week the only stuff selling comes from the western—there is no eastern at all. We quote a price of 19 to 20 cents for western salmon. Our last figure on eastern stuff we still leave in though there is little or none around. Halibut is up a little but our range was fully two cents and that covers the firmness that is felt. There is a lot of halibut selling just now. Dried and smoked fish is bucking up a little now. We have had one or two really cold days this week and that has been responsible. There are no noteworthy price changes. Most fresh stuff is getting low in stock and high in price.

Whitefish is very firm. Oysters had a good holiday sale over hallowe'en; indeed, they have been selling well all this week.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09
Herring, Ciscos, baskets	1.50
St. John bloaters, 100 in box	1.10	1.25
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, medium, box	.15
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipped herrings, selected, 60 in box	1.30	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12
Red Cohoes or silvers, per lb.	.08½-.09	.12
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.10	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.07½-.08	.12
Haddock, medium and large, lb.	.04½-.05	.06
Market codfish, per lb.	.03½
Steak codfish, per lb.	.05½-.06	.08
Canadian soles, per lb.	.06
Blue fish, per lb.	.15-.16
Smelts	.09	.12
Herrings, per 100 count	2.00	3.00
Round pike	.06
Grass pike	.06½
Swordfish, lb.	.09

DRIED AND PREPARED FISH.

Dried Haddock	6 00	7 60
Dried codfish, medium and small, 100 lbs.	5 50	6 00
Dried hake, medium and large, 100 lb.	5 50	6 00
Dried pollock, medium and large, 100 lb.	5 00	5 00
Dressed or skinned codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	1 50
Selects, per gal., solid meat	2 00	1 95
Rest clams, imp. gallon	1 50	1 50
Rest scollons, imp. gallon	2 00	2 25
Rest prawns, imp. gallon	2 25	2 25
Rest shrimps, imp. gallon	2 00	2 00
Sealed, best standards, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malpeques, bbl.	8 00	9 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	13 -14	12 -14
Haddock, fancy, express, lb.	5½-6
Mackerel, medium, each	14 -15
Steak, cod, fancy, express, lb.	5½-6	6
Herrings, each	3	3
Flounders	5	9
Salmon, Western	15 -16	19 -20
Salmon, Eastern	15 -16	16 -18

FRESH LAKE FISH.

Carp, lb.	0 09
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	0 10½-11	0 13

FROZEN LAKE AND RIVER.		
Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small cubes, lb.	.06½-.06	.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, im'td milkers, hf bbls	8 50
Holland herrings, im'td milkers, kegs.	0 95	85-1 00
Holland herrings, mixed, half bbls.	7 50
Holland herrings, mixed, kegs	0 85	70-0 95
Lochryne herrings, box	12 00
Turbot, bbl.	8 00	10 00
Green cod, No. 1, bbl.	8 00	10 00
Green cod, No. 2, bbls.	6 00	8 50

WINNIPEG

FISH AND POULTRY.—No changes since last week. Poultry is more plentiful but no better demand. Fish in fair request and market well supplied.

Fresh salmon	0 12
Fresh halibut	0 09
Pickled	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnian haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20 lb. kit	2 50
Smoked goldeyes, dozen	0 50
Oysters, gallon	2 50
Oysters, 3-gallon tins	7 00

Poultry—

Live—	
Fowl	0 10
Roasters	0 09
Chickens	0 15
Turkeys	0 14
Ducks	0 10
Ducklings	0 12
Geese	0 10

LOOK FORWARD TO EACH NUMBER

Dear Sirs:—

Enclosed please find our cheque covering subscription to October 1st, 1916. May say we get some valuable information in the columns of the Grocer, and we look forward to each number.

Yours very truly,
THE WEST END GROCERY CO., LTD.,
 James Adam,
 Manager.
 Victoria, B.C., Oct. 20th, 1915.



PRODUCE AND PROVISIONS



Eggs and Butter Higher

Though Butter Market Off in Britain, Big Demand Keeps Our Levels Up—Good Business in Poultry—Cheese Firm and in Demand.

MONTREAL

PROVISIONS.—The lard market is steadier this week, with a fairly good demand at the higher quotations. A good trade continues to be done in all lines of smoked and cured meats, and the market has a steady undertone. The hog market is somewhat quiet.

Hams—		
Small, per lb.	0 30	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 34	
Boneless	0 25	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 25	
Hams, roast, per lb.	0 25	
Shoulders, boiled	0 25	
Shoulders, roasted	0 25	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/2	
Long clear bacon, 80-100 lbs.	0 14 1/2	
Flanks, bone in, not smoked	0 15 1/2	
Barrelled Pork—		
Heavy short cut mess	26 00	
Heavy short cut clear	25 00	
Clear fat backs	27 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14 1/2	
Tubs, 50 lbs. net	0 15 1/2	
Boxes, 50 lbs. net	0 14 1/2	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10 lbs. tins, 60 in case	0 15 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 16 1/2	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs., net	0 11	
Tubs, 50 lbs., net	0 11 1/2	
Boxes, 50 lbs., net	0 11 1/2	
Pails, wood, 20 lbs. net	0 11 1/2	
Pails, tin, 20 lbs. net	0 11 1/2	
Cases, 10-lb. tins, 60 in case	0 12 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 12 1/2	
Bricks, 1 lb., each	0 13 1/2	
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—The mild weather, which is keeping pastures open for a longer period than usual, has had the effect of increasing receipts over those of a year ago, which is also having the effect of rapidly decreasing the deficit for the whole year. Consequently the market is somewhat easier.

Butter—	
Finest creamery	0 34
Dairy prints	0 25
Dairy, solids	0 34
Separator prints	0 23
Bakers	0 21

CHEESE. There has been a lack of demand from English importers on account of the high prices prevailing. Supplies have been coming forward rather freely, and the quality has not been quite up to standard. These have been factors in weakening the market, and prices at

the boards have declined in some cases as much as a cent per pound.

Cheese—		
Old make	0 18	
Stilton	0 17	0 18
New make	0 17	0 17 1/2

EGGS.—The tone of this market remains firm, and as soon as the cold weather sets in, there will probably be higher quotations. There continues to be a good steady demand for all grades.

Eggs, case lots—		
New laid, stamped	0 42	
Selects	0 33	
No. 1's	0 29	
No. 2's	0 26	

POULTRY.—There continues to be an exceptionally good demand for live fowl. Fat chickens are also having a good sale, but the supply is short, the quality being poor. Business in poultry is inclined to be a little quiet just now.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Turkeys, fancy	0 25	0 25
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Turkeys	0 23	
Fowl, dressed	0 18	0 19
Roasting chicken, milkfed, 3-3 1/2 lbs.	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 12	0 13
Turkeys	0 19	0 20
Ducks	0 15	0 15
Geese	0 12	0 13
Chicken	0 13	0 14

HONEY.—A fair amount of business is being done as supplies are sufficient to fill all demands, there is an easy feeling in the market. Prices are unchanged.

Honey—		
Buckwheat, tins	0 08	
Strained clover, 50-lb. tins	0 10 1/2	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11 1/2	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

Receipts in Montreal

	Butter,	Cheese,	Eggs,
	Boxes	Boxes	Cases
Week ending Oct. 30, 1915	8,720	53,786	15,784
Week ending Oct. 31, 1914	5,201	46,189	14,179

TORONTO

PROVISIONS.—There is little of interest in this market this week. Lard is firmer. Bacons and hams show no change.

Hams—		
Light, per lb.	0 18	0 18 1/2
Medium, per lb.	0 18 1/2	0 19
Large, per lb.	0 14 1/2	0 15
Backs—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27

Bacon—		
Breakfast, per lb.	0 20	0 23
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		

Dry Salt Meats—		
Long clear bacon, light	0 13 1/2	0 13 1/2

Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 25	0 27
Shoulders, boiled, pe. lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25

Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12 1/2	0 12 1/2
Tubs, 60 lbs.	0 12 1/2	0 13
Pails	0 13	0 13 1/2
Tins 3 and 5 lbs., per lb.	0 13	0 13 1/2
Bricks, 1 lb., per lb.	0 13	0 13 1/2

Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10 1/2
Tubs, 50 lbs., per lb.	0 11	0 11 1/2
Pails, 20 lbs., per lb.	0 11 1/2	0 12 1/2

Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—There is a slight appreciation again this week in the butter market. Export has let up a little. The market in Great Britain this week as a matter of fact, is off slightly. But the make is not large and buying here is heavy, hence the firmness. We quote 31 to 33 for best made creamery.

Butter—		
Creamery prints, fresh made	0 31	0 33
Separator dairy, choice	0 28	0 32
Dairy prints, choice, lb.	0 28	0 30
Dairy solids, lb.	0 23	0 29
Bakers	0 22	0 25

CHEESE. There is no alteration in price in this market and the same sentimental conditions obtain as a week ago. British buying is still heavy and domestic demand keeps up fairly well, though there is a slight and temporary weakening as we write.

Cheese—		
Large, per lb.	0 16 1/2	0 17
Twins, per lb.	0 17	0 17 1/2

EGGS.—The slightly easier tendency noticeable last week is no longer a feature. Indeed the market is firmer and higher than ever and we quote an advance of at least a couple of cents on new-laid. There are now no new-laid. Storage eggs are selling widely but stocks of these are being rapidly depleted.

Eggs—		
Specials (in cartons), doz.	0 36	0 45
No. 1s (straight new laid)	0 32	0 35
No. 1, straight storage	0 29	0 30
No. 2	0 24	0 26

POULTRY.—With the exception that this is now a very busy market there is little doing. All kinds of live poultry are getting good business. Dressed is not so good.

Poultry—	Live.	Dressed.
Old fowl, pound	0 11—0 00	0 15—0 16
Spring broilers	0 15—0 16	0 18—0 20
Old turkeys	0 13—0 17	0 17—0 23
Ducklings	0 11—0 12	0 17—0 18
Turkeys	0 00—0 00	0 21—0 22

HONEY.—Prices and market conditions show no change.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10 ¹ / ₄
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 ¹ / ₄
Comb honey, No. 1, doz.	2 40
Comb honey, No. 2, doz.	2 00

WINNIPEG

PRODUCE AND PROVISIONS.

There are changes of importance in the produce lists. Fresh eggs are very firm at an advance of 1 to 2 cents. Creamery butter is up 2 cents per lb. and lard has had an advance of $\frac{1}{2}$ cent. The provision market has a strong undertone and an improving demand.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	
Backs, clear, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light	0 19	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	
Lard—		
Flakes	0 13 ³ / ₄	
Paills	2 87	
Cases, 5s	8 77	
Cases, 3s	8 85	

BUTTER.—

Butter—		
Creamery	0 32	0 34
Rest dairy	0 19	0 25
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 fresh	0 28	0 30
Straight receipts	0 23	0 25

CHEESE.—

Cheese—		
New, large	0 17	
New, twins	0 17 ¹ / ₄	

FRUIT AND VEGETABLES

(Continued from page 36.)

Cauliflower, 11 qts.	0 35	0 40
Celery, doz.	0 15	0 25
Cucumbers—		
Hothouse, doz.	1 75	2 50
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 00	1 15
Spanish, case	3 75	4 00
Green peppers, basket	0 25	0 35
Peppers, red	0 50	0 60
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 25	1 40
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, Canadian, 11 qt.	0 30	0 40
Turnips, bag	0 45	0 50

WINNIPEG

FRUITS AND VEGETABLES.

In the vegetable list cabbage is up $\frac{1}{4}$ c per lb., and cauliflower 50 cents per dozen. Squash and pumpkins are added to the list. Fruits are steady.

Fresh Fruits—		
Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 27	0 27
Ontario pears, per basket	0 40	0 60
Tokay grapes, case	2 50	2 50
Valencia orange, case	6 00	6 75
California lemons	5 00	5 50
Cocconuts, dozen	1 00	1 00
Plums, case	0 75	1 10
Raspberries, bunches	2 80	3 50
Cranberries, Case Cod. bbl.	11 00	

VEGETABLES.—

Vegetables—		
Beets, per lb.	0 00 ¹ / ₄	
Mint, per dozen	0 20	
Radiishes, per dozen	0 10	
Onions, per dozen	0 10	

Cabbage, per lb.	0 01
Parsley, dozen	0 15
Peppers, per basket	0 15
Mushrooms	0 25
Carrots, per pound	0 01
Head lettuce, dozen	0 15
Cucumbers, per dozen	0 15
Cauliflower, per dozen	2 00
Garlic, lb.	0 25
Potatoes, bushel	0 35
Turnips, bushel	0 45
Squash, per lb.	0 04
Pumpkins, per lb.	0 04



BUTTER WEEK SUGGESTED FOR ENGLAND

A rather novel suggestion, says the London, Eng., Grocer, was made by the President of the Burnley Grocers' Association, at its meeting on Tuesday, with the object of bringing about a modification in the ruling prices of butter. "If the people of England would have a butter week," he said, "and all abstain from eating butter that week, using margarine instead, the price of butter would come down." The same suggestion was made in regard to ham and bacon. The idea appears to us to be characterized by originality rather than practicability, but it is nevertheless worthy of consideration. We do not for a moment suppose that it would be possible to induce "the people of England" to refrain from eating butter for a week, and even if it were possible a longer abstinence would be necessary to cause more than a temporary reduction in market prices. But much has been done and much more could be done to extend the sale of margarine and to ensure it more general introduction to the public. With margarine occupying the place it should in the average householder's purchases there would be a great falling off in the sale of butter at its present very high prices, and this would soon have some effect upon the market. If our Burnley friends decide to adopt the idea of "a butter week" the experiment will be watched with sympathetic interest in other districts, and it is quite possible that the result would be a great stimulus to the margarine trade and a sustained effort to push the sale of this valuable article, particularly while butter remains at luxury prices.

It seems strange that, in spite of all we have been told about a scarcity of food in Germany, the Germans should be strong competitors for Danish butter at 185s. f.o.b.; yet such is stated to be the case. However, the high price of butter has had the effect of causing a very largely increased demand in all parts of the United Kingdom for margarine of the best class. Grocers who have vigorously pushed shilling margarine report splendid results, and say that many customers have become users who have never before bought margarine. Such people, however, having discovered what an excellent and wholesome article the substitute is, are sure to continue using margarine even when butter prices are

lowered. But it is far easier to make a success of margarine sales when the grocer himself conscientiously believes in its merits, and when he is able to say to his customer, "My own family are using it, and we like it." No grocer should miss the present opportunity to push the margarine trade.

Editorial Note.—In this country, of course, the sale of margarine is entirely prohibited.



A BOOST FOR CANNED FOODS

Many individual food firms put up their products of choicer materials and under better sanitary conditions than the average housekeeper. The high-grade food factories are more clean, scientific and sanitary than the average home kitchen. Why not? They have money and expert scientists and bacteriologists and the finest equipments. How can the poor little household, with one ignorant and perhaps not very clean servant, compete with this? The canner buys in the height of the fruit and vegetable season, when materials are cheapest and best. He understands sterilization. He studies for years to obtain the best class jars, free from air crizzles, and the toughest rubber bands. He can put up a product that is more perfect in the end, cheaper than can the housewife. And he saves her time, nervous strength and drudgery in the hot weather. It is no reflection on the housewife that these things are so; it is merely the trend of modern civilization.

—Winnifred H. Cooley.



RUNNING STORE IN A WEALTHY CITY

(Continued from page 18.)

this case, we leave there for several days. If they don't sell, we take them out, and find another way of displaying them.

"The clerk in this store has plenty of opportunity for using the power of suggestion. People say, 'I don't know exactly what I want. Have you anything new? I know I want some sugar and butter, anyway; you can put those down.' There's the opportunity of the salesman. Specialties are kept handy where attention can be drawn to them."

Value the Show Card

Examination of the photograph will show to what extent use is made of display cards. They are all large, plainly written, and are usually reserved for high-class and profitable lines.

One of the secrets of the success of Dionne & Dionne has been in following up the market day by day, and in keeping in touch with everything new that comes on the market. A high-class trade demands this.



FLOUR AND CEREALS



American Demand for Feeds

Hence Tone is Slightly Stronger—Ontario Flour Called For—Big British Demand for Wheat—Pearl Barley Lower—Shall We See a Decline in Wheat When Stocks Come In?

MONTREAL

FLOUR. The demand for spring wheat flour from Europe continues good, and buyers are paying the prices being asked in many cases. Millers state that their output is completely sold up to the end of November, which means that some big buying has taken place of late. The market is very firm, and prices are fully maintained for spring wheat flour. It would not be surprising to see an advance in the price of winter wheat flour, as the undertone of the market is very strong. Offers from Ontario millers are by no means free, as they are experiencing a good demand for export.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	5 85
Second patents	5 35
Strong bakers	5 15
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car Small
	lots. lots.
Fancy patents	5 45 5 70
90 per cent., in wood	4 90 5 00
90 per cent., in bags	2 30

CEREALS.—Following the advance in the Winnipeg market for oats last week, the rolled oats market took on a much firmer tone, but no changes in price were made. The demand is much better than it was two or three weeks ago.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	2 40 2 50
25 bags or more	2 30
Packages, case	3 90 4 00
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 98 lb. sack	2 75
Corn flour, bag	2 70
Wheat flour, bag	2 80
Barley, pot	2 90

FEEDS.—On account of the increase in production of flour, as was to be expected, the market for feeds had an easier tone last week. At the lower prices, there was an improvement in demand. During the week, there has been a very good demand from the United States for bran.

Mill Feeds—	Per ton
Bran	21 00
Shorts	23 00
Middlings	27 00
Feed meal	29 00
Mixed chops, ton	1 87 1/2
Crushed oats, ton	31 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 70

TORONTO

FLOUR.—The Ontario winter wheat flour market continues very firm because there is a big demand and the farmer isn't bothering to send stocks in. He is busy with half a hundred jobs pertaining to fall, and is holding back on shipments of wheat. Prices, therefore, are quite firm. Manitobas sell well. Here again levels are strong. There is a really large amount of export going on. British buyers held off so long on account of the high levels a few weeks ago, and they are all buying now in a rush. In a way, of course, this means that the strength is artificial and might be relieved when the heavy stocks of wheat come out.

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl. per bbl.	
First patents	5 95	5 75
Second patents	5 45	5 25
Strong bakers	5 25	5 05
Flour in cotton sacks, 10c per bbl. more.		
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots..	5 00	4 80

CEREALS.—Barley this week is quoted around \$4, which is easier than for some time. There is not a very big demand at that. Rolled oats are strong, however, chiefly owing to the meagreness of the new crop and also to the very active demand. Other lines show little change.

Barley, pearl, 98 lbs.	4 00
Buckwheat grits, 98 lbs.	4 15
Corn flour, 98 lbs.	2 55
Cornmeal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	2 50
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	2 75
Oatmeal, granulated, 98 lbs.	2 75
Peas, Canadian, boiling, bush	2 45
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	2 40
Rolled wheat, 100-lb. bbl.	3 10
Rye flour, 98 lbs.	2 80
Whole wheat flour, 98 lbs.	2 50
Wheatlets, 98 lbs.	2 85

FEEDS.—Demand is now slightly better. Though the mills have been turning out a lot of feed there is a call from the United States and that has helped some. We quote on the basis of bran at \$22, though there are cases where price is less than that.

Mill Feeds—	Mixed cars, per ton
Bran	20 00 20 00
Shorts	22 00 23 00
Middlings	24 00 24 00
Feed flour, per bag	1 50 1 55
Oats—	
No. 3, Ontario, outside points	0 35 0 37

WINNIPEG

FLOUR AND CEREALS.—The flour market is very dull but a good export demand for wheat will soon bring some life into the export flour situation.

Flour—	
Best patents	5 90
Bakers	5 30
Clears	4 60
XXXX	3 50
Rolled oats, 80 lbs.	2 20
Oatmeal, standard and granulated, 98 lbs.	2 70
Cornmeal	2 25

A SALMON ELEVATOR

An Ottawa dispatch says:—"The Department of Marine and Fisheries is coming to the assistance of the salmon. On many of the best salmon streams in Canada power development works have been constructed or are being constructed. Dams have been built across these streams, barring the salmon's way to the spawning grounds. In times past it has been the practice to overcome ordinary constructions, such as natural waterfalls, etc., by the construction of fishways, but no salmon on an egg-laying mission can climb past a big power dam by means of a fishway. The Dominion Biological Board has wrestled with this difficulty, and an experiment is now being made by the Fisheries Commissioner, Prof. Prince, with a new contrivance. The thing is nothing more nor less than an elevator, which, for the benefit of the more cultured fish, may be called a lift. The fish arrives at the foot of the dam and finds his way into the elevator shaft. It is then taken up on a tray to the upper level and permitted to glide into the upper stream. The tray goes up because another tray, which has been filling with water at the top of an adjoining shaft, gets heavy and comes down. The process goes on repeating itself perpetually.

FLOUR ADVANCED 10 CENTS

Just as Canadian Grocer was going to press, a wire was received from Montreal announcing an advance in Manitoba wheat flour of 10 cents.



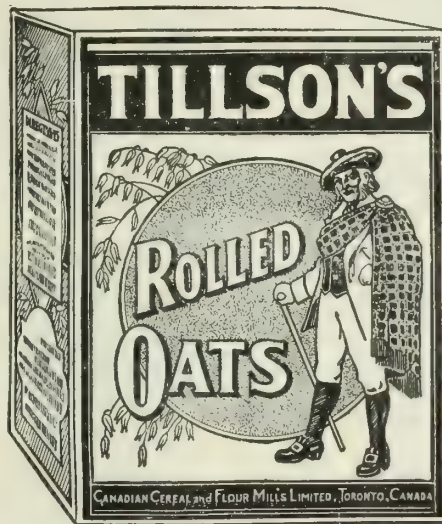
Quality

IN EVERY

Package



EACH FLAKE A



DELICIOUS MORSEL

A FOOD—NOT A FAD

Free Window Display

VERY ATTRACTIVE—SEND CARD

We wish to thank our Calgary friend for his friendly criticism of our recent ad. Can you offer a substitute? Will be glad to hear from you.



Canadian Cereal and Flour Mills Co.
LIMITED

TORONTO

CANADA



Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

Like the onward march of the glacier, the force of example is irresistible, but infinitely slow. Advertising, however, is like the snowstorm that covers the country in a single night—but don't forget that if you want to keep the country covered you have got to keep the snow falling or the heat of competition will melt it.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Size.	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00

Per case

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 60 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars Per doz.

Strawberry, 1914 pack.	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs. 7 lbs.
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85
Aylmer 14's and 30's per lb.	
8-oz.	2.55
12-oz.	3.85
16-oz.	4.90
2 1/4-lb.	11.60 11.35
3-lb.	13.60 13.35
5-lb.	22.35 21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03 1/2
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, 1/4 cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
9 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

WHITE SWAN Per case

Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs.	\$3 06
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COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

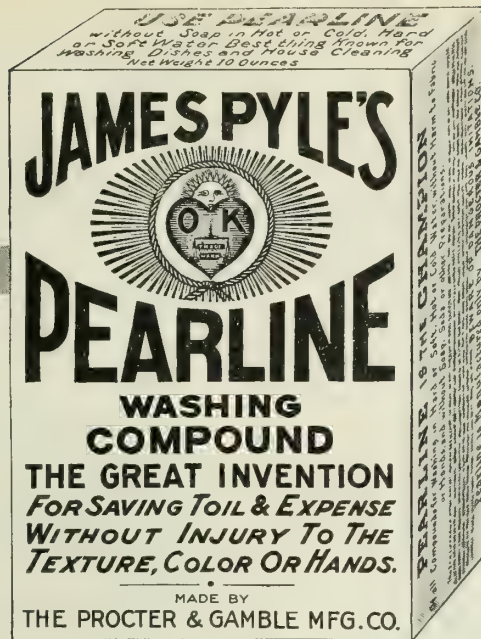
Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	6 90
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 3/4's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Iceings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
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Chocolate Confections. Per lb.

Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 88
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27



A Favorite with Housekeepers since 1877

THE soap powder included in the Procter & Gamble line of standard soap products being made at Hamilton, Canada, is the well known brand, Pearline.

Pearline probably is the oldest soap powder on the market. It has survived and prospered while thousands of competing powders have come and gone because it does the work which soap powder is expected to do.

You can safely recommend Pearline to your customers. It will give complete satisfaction and, when properly used, will go farther than other powders.

Since it has been made in the Dominion the weight of the package has been increased by about half and at no increase in price.

Your line of Procter & Gamble products is not complete without Pearline.

The Procter & Gamble Distributing Co.

of Canada, Ltd.

Hamilton, Canada

Send for Pearline advertising matter for your local use.

Other Procter & Gamble products being made in Hamilton, Canada, include Ivory Soap, Gold Soap, P. AND G.—The White Naphtha Soap, Sopade and Crisco.

WHY!

DO WE ASK YOU TO BUY
COOK'S GEM BAKING POWDER
BECAUSE! It's an absolutely PURE
article, and MADE IN CANADA.

Different Goods



IN A

Different Package

**MacLaren Baking Powder
Company, Limited**
41-45 Lombard Street, - TORONTO, ONT.

WINNING THE BUYER'S FAVOR

THE best possible buyer
is not made an actual
buyer at a single step.
It is one thing to win the
buyer's favor for an article
and another to make adjust-
ments incident to closing the
sale. Winning the buyer's
favor is the work of trade
paper advertising. Under
ordinary conditions it should
not be expected to do more.

Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking)	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.	
BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each, 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each, 4 doz.	2 00
Peerless Brand, small, each, 4 doz.	2 00
St. Charles Brand, Family, each, 4 doz.	3 90
Peerless Brand, Family, each, 4 doz.	3 09
Jersey Brand, Family, each, 4 doz.	2 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.	
WHITE SWAN SPICES AND CEREALS, LTD.	
WHITE SWAN.	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 26
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.	
MELAGAMA COFFEE.	
Ret.	Whoi.
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)	
M. Bean or Gr.	0 35
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 25
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb. tins.	

FLAVORING EXTRACTS.	
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.	
1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.	
CRESCENT MAPLEINE.	
Special Delivered Price for Canada.	
Per doz.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 36
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10.	7 50
Gallons, each, retail each \$18.	14 50

GELATINE.	
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 36
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 36
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.	
Compressed Corned Beef, 1/2s. \$1.50; 1s. \$2.90; 2s. \$5.50; 6s. \$18; 14s. \$37.	
Roast Beef, 1/2s. \$1.50; 1s. \$2.90; 2s. \$5.50; 6s. \$18.	
Boiled Beef, 1s. \$2.90; 2s. \$5.50; 6s. \$18.	
Jellied Veals, 1/2s. \$1.50; 1s. \$2.75; 2s. \$4.50; 6s. \$18.	
Corned Beef Hash, 1/2s. \$1.50; 1s. \$2.30; 2s. \$4.25.	
Beefsteak and Onions, 1/2s. \$1.50; 1s. \$2.90; 2s. \$5.	
Cambridge Sausage, 1s. \$2.40; 2s. \$4.	
Boneless Pigs' Feet, 1/2s. \$1.50; 1s. \$2.25; 2s. \$4.25.	
Lambs' Tongues, 1/2s. \$1.90.	
Sliced Smoked Beef tins, 1/2s. \$1.65; 1s. \$2.65; 4s. \$13.50.	

OVAL **Apple** **Picking** **Baskets**

Half bush. and $\frac{3}{4}$ bush.

Prompt Shipment.

Order Now.

Walter Woods & Co.
Hamilton Winnipeg

Fish and Oysters

We solicit a trial order for your **Fish and Oysters** this week. We want you on our list of steady customers and can assure you that the quality of our goods will please you.

If you are not receiving our Price List Write Us.

Oysters, Haddies, Ciscoes, Bloaters, Kippers, Smelts, Fillets, Digby Herrings, New Labrador Herrings.

Oysters, Solid Meats, 1s, 3s and 5s.

Don't forget we are the largest importers
Foreign Fruits, Malaga Grapes, Nuts, Oranges, Dates, Bananas, Lemons, Apples, Etc.

White & Co., Limited
TORONTO
Branch at Hamilton

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.
MacLean Publishing Co.
Technical Book Department
143-153 University Avenue, Toronto

The **Apple** **Crop**

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.
OWEN SOUND, ONT.

New
Messina
Lemons
Due November 1st
Order ahead these brands:

"St. Nicholas"
"Queen City"
"Puck"
"Kicking"

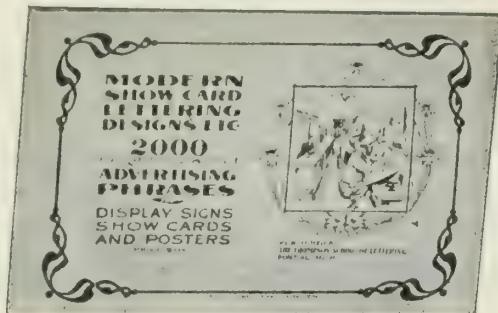
They will be among the first arrivals.

J. J. McCabe
Agent
TORONTO

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES
TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering Soennecken Pen Lettering Automatic Pen Lettering and Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

Sliced Smoked Beef, glass, $\frac{1}{4}$ s, \$1.25; $\frac{1}{2}$ s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, $\frac{1}{4}$ s, \$1.20.

Ham and Veal, $\frac{1}{4}$ s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, $\frac{1}{4}$ s, 50c; $\frac{1}{2}$ s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, $\frac{1}{4}$ s, \$1.25.
Ox Tongues, tins, $\frac{1}{4}$ s, \$2.40; 1s, \$5.00; $1\frac{1}{2}$ s, \$8; 2s, \$10.
Ox Tongues, Glass, $1\frac{1}{4}$ s, \$9.75; 2s, \$12.

Mincedmeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., $7\frac{1}{2}$ c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter—Glass Jars, $\frac{1}{4}$, 95c; $\frac{1}{2}$, \$1.40; 1, \$1.85.
50 lb. Pails, 15c.

Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.

Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Individuals 50c doz.
Pork & Beans, Tomato Sc. Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Individuals 50c doz.
Pork & Beans, Chilli Flat, 1, 60c; 2, \$1; 3, \$1.15.

Individuals 50c doz.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.

Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
Spaghetti with Tomato and Cheese, 1s, \$1.30 a doz.

Fluid Beef Cordials, 20 oz. btls., \$10 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs., \$5.00.

Neptune 7 00
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 50 btles., cs., \$8.00.

NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs., \$9.00.

IMPORTED GINGER ALE
AND SODA

Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15

Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 95

Club Soda, Trayders, cs., 6 doz. pts., doz. 1 05

Club Soda, Trayders, cs., 6 doz. splits, doz. 0 95

BLACK TEAS.
Victoria Blend, 50 and 30-lb. tins, lb. 0 38

Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS.
H. L., ch., 90 lbs., lb. 0 35

Victoria, ch. 90 lbs., lb. 0 30

COFFEES.
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½

Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32

Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.
Miller of Milwaukee, cs. 2 doz., cs. 4 25

Miller of Milwaukee, brl. 8 doz., brl. 16 20

BOAR'S HEAD LARD
COMPOUND.
N. K. FAIRBANK CO., LTD.

Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 5 lbs., 12 to case .. 0 11½

Cases, 3 lbs., 20 to case .. 0 11½
Cases, 10 lbs., 6 to case .. 0 11

F.o.b. Montreal.
MUSTARD.

COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., $\frac{1}{4}$ -lb. \$ 1 60

D. S. F., $\frac{1}{2}$ -lb. 2 90
D. S. F., 1-lb. 5 70
F. D., $\frac{1}{4}$ -lb. 0 95

Per jar
Durham, 4-lb. jar 0 95
Durham, 1-lb. jar 0 31

JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.

Raspberry 0 14
Strawberry 0 14

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price.
SPICES.

WHITE SWAN SPICES AND CEREALS, TORONTO.
Dredge
Canister 4oz
Round Pkgs

Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c. 0.90 0.90

Cayenne 0.90 0.90
Celery Salt
Celery Pepper 0.90 0.90

Cinnamon 0.90 0.90
Cinnamon, 1 oz. Bag-ots, 45c. 0.90 0.90

Cloves 0.90 0.90
Curry Powder 0.90 0.90

Ginger 0.90 0.90
Mace 0.90 ..
Nutmegs 0.90 ..

" Whole, 5c. Pkgs., 45c.
Paprika 0.90 ..
Pepper, Black 0.90 0.90

Pepper, White 1.10 1.10
Pastry Spice 0.90 0.90

Pickling Spice (Window front) 0.75
Dozens to case 4 4

Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE.
Single cases, 4 doz. \$ 3 50

5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

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BRANTFORD BRANDS.
Laundry Starches—Boxes, Cents

40 lbs., Canada Laundry .. 06½
40 lbs., boxes Canada white gloss, 1 lb. pkg. 06½

48 lbs. No. 1 white or blue, 4 lb. cartons 07½

48 lbs. No. 1 white or blue, 3 lb. cartons 07½

100 lbs., kegs, No. 1 white 200 lbs., bbls., No. 1 white 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkg. 07½

48 lbs. silver gloss, in 6-lb. tin canisters 08½

36 lbs., silver gloss, 6-lb. draw lid boxes 06½

100 lbs., kegs, silver gloss, large crystals 07½

28 lbs., Benson's Satin, 1-lb. cartons, chrome label ... 07½

40 lbs., Benson's Enamel (cold water), per case ... 3 00

20 lbs., Benson's Enamel (cold water), per case ... 1 50

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40 lbs. Canada pure corn starch (120-lb. boxes $\frac{1}{4}$ c higher.) 06½

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BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—Canada Laundry—Boxes about 40 lbs. 06

Acme Gloss Starch—1-lb. cartons, boxes of 40 lbs. 06½

First Quality White Laundry—3-lb. canisters, cs. of 45 lbs. 07½

Barrels, 200 lbs. 06½
Kegs, 100 lbs. 06½
Lilly White Gloss—1-lb. fancy carton cases 30 lbs. 07½
8 in case 06

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Absolutely Pure

Women know ROYAL BAKING POWDER so well that they'll buy it and buy five or six other articles in the time it would take you to convince them that some other baking powder is as "good as Royal."

**Fully
Guaranteed**



Push the sale of ROYAL BAKING POWDER because it's *easy to sell* and *sure to please* and pays greater and surer profits than inferior brands.

Contains No Alum

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NEW YORK



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remember Upton's give 125 per cent. of ketchup value for your dollar.

Try It and See

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

The T. Upton Co., Limited
ST. CATHARINES

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We have just taken in our winter supply. They open up EXTRA FANCY. Let us put ten or more kegs away for you.

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Large Clusters — Big Fruit — Elegant Flavor

Grape Fruit Sweet Potatoes
Cranberries Spanish Onions Oranges
Bananas Lemons Haddies
and Oysters

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
ESTABLISHED 1861
GUELPH and NORTH BAY

Buyers' Guide

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Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

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2500 to 3000

Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car, 45,000 pounds.

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We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

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Ontario

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PROMPT DELIVERIES

by us are therefore certain.

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TRENTON, ONTARIO, CANADA

ESTABLISHED 1849

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Reputation gained by long years of vigorous, conscientious and successful work.

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General Manager
Western Canada

TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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FOR SALE—A GOING GENERAL MERCHANDISE business on easy terms to right applicant. Proprietor has enlisted. Apply T. G. Barnes, Hampton, N.B. (29-5)

McCASKEY ACCOUNT REGISTER—200 AC counts; perfect condition; used 6 months; complete with all supplies. Cost \$120.00; a bargain, \$85.00 cash. P. J. Lindenman, Plattsville, Ont. (5-12)

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WANTED—FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. P. Harvey & Co., Windsor, Ont.

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WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

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154 Simcoe Street TORONTO

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WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"

Placido Costa & Co.

MESSINA BRANCH AT CATANIA

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The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

When writing advertiser kindly mention that you saw his ad. in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
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Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

It Will Pay You to Send at Once.

McLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO



A delightful change from the continual breakfast of Bacon and Eggs—

Yes, she'll surely appreciate your suggestion if you make it Brunswick Brand. Most housewives know the appetizing goodness of

Brunswick Brand Sea Foods

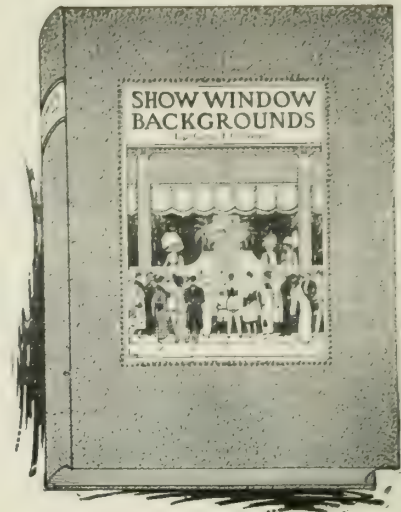
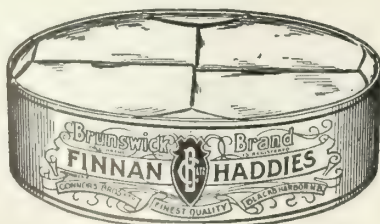
for luncheon or dinner. But for breakfast—well, now, that IS a capital suggestion.

Why not mention it to your customers to-day? There are no more wholesome and nourishing fish in the world than those selected specially for Brunswick Brand. There are no better sanitary facilities for packing them than in our up-to-the-minute, pure food plant. There are various ways of serving each brand that will easily take away the monotony of everyday "bacon and eggs."

Check off the brands most suited to your trade and get your wholesaler to supply you to-day.

¾ Oil Sardines	Kipperd Herring
¾ Mustard Sardines	Herring in Tomato
Finnan Haddies (oval and round tins)	Sauce
	Clams
	Scallops

Connors Bros., Limited
BLACK'S HARBOR, N.B.



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN

Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only \$1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.	Period Decorations in
White Goods Windows.	backgrounds, showing
St. Valentine's Day Windows.	examples of
Spring Opening Windows.	Greek, Moorish,
Easter Windows.	Roman, Italian,
Summer Windows.	Gothic, French,
Horse Show Windows.	German, Empire,
Fall Opening Windows.	Japanese, Colonial,
Carnival Windows.	Egyptian, Mission, etc.
Hallowe'en Windows.	Sale Windows,
Thanksgiving Windows	Ras Relief Backgrounds.
Christmas Windows.	Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.70.

The MacLean Publishing Company, Ltd.
143-153 University Avenue, Toronto

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the second time.

That is because

MAPLEINE

once used is always used.



Order from
Frederick E. Robson & Co.,
 25 Front St. E., Toronto, Ont.

Mason & Hickey
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CRESCENT MFG. CO.
 SEATTLE, WASH.

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,
 LONDON, ENGLAND.

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Save Time : Save Money :
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Just the thing
 for the GROCER,
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 save time in
 waiting on
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THEREFORE
 SAVE MONEY.

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 532 East Market St.
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An Illustration for "The Frost Girl," drawn by Harry C. Edwards.

ALLAN BAIRD, railroad engineer, had been commissioned to run a survey through to the Hudson Bay Company for a new road. It was necessary to get it through before Spring, so he started out with his gang in the middle of Winter. Away up north, in that almost unexplored land, he meets a girl—a girl as mysterious as she is beautiful, who is running a trading post all by herself. And from that time Baird's troubles begin. His dogs are poisoned, his stores of "grub" stolen and his men enticed away. To make things worse, he falls head over heels in love with the girl. And then he finds out . . . But to make the closer acquaintance of this charming, virile story it will be necessary to read "The Frost Girl"—a splendid new serial story which started in the November number of MACLEAN'S MAGAZINE. Don't miss the opening instalment. Write for a sample copy, which we will be glad to supply you free.

MACLEAN'S MAGAZINE

The MacLean Publishing Co., Limited

143-153 University Avenue, Toronto, Ontario

Check these over, Mr. Grocer

and mail the order to-day for
your winter's supply of these
famous pure jams and jellies.

This is the list of

E.D.S. Jams and Jellies

PURE JAMS

Strawberry,
Cuthbert Red Raspberry,
Black Currant,
Black Raspberry,
Blackberry,
Columbian Red
Raspberry
Cherry,
Pineapple Marmalade,

Red Raspberry and
Red Currant,
Red Raspberry and
Gooseberry,
Blueberry,
Greengage,
Grape,
Pear,
Peach,
Gooseberry,
Red Currant,
Red Plum,
Orange Marmalade.

PURE JELLIES

Crabapple,
Strawberry,
Grape,
Red Currant,
Red Raspberry,
Black Currant.

They represent the
acme of purity, of fine
flavor, of quality—the
result of constant ef-
fort to produce pro-
ducts which appeal to
the masses and the
classes. **Order your
stock to-day and show
it in your window and
counter displays.**



E. D. Smith & Son, Limited
WINONA, ONT.

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NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

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"Victoria" JAPAN TEA

represents the maximum of tea quality—that delicious cup quality which makes for more and better business.

The completeness and supreme excellence of our stock of Japan Tea is only realized by inspection of our samples, which will be submitted on request.



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Montreal



"A PERFECT COFFEE in a
PERFECT PACKAGE"

is how an Enthusiastic Merchant Describes

Gold Standard

"THE CHAFFLESS
COFFEE"

IN VACUUM SEALED TINS

Recommend it to your customers—its palate-pleasing properties will enhance your reputation as a "Quality Grocer."

Half, one and two-pound vacuum sealed tins.

THE CODVILLE COMPANY, Limited

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BRANDON

MOOSE JAW

SASKATOON



FAIRY SOAP is just as much needed in the bath-room as any food article you sell is needed in the dining-room, and our heavy advertising has made the public expect to find it in YOUR store. Make a display of FAIRY SOAP at all times and show you are ready to supply the demand for the big, white, floating oval cake, with the five-cent price and the twenty-five cent value.

THE N.K. FAIRBANK COMPANY
LIMITED MONTREAL

The cold winter days will add
to your profits

if you sell the great Canadian remedy for throat and chest troubles—*Mathieu's Syrup of Tar and Cod Liver Oil*.

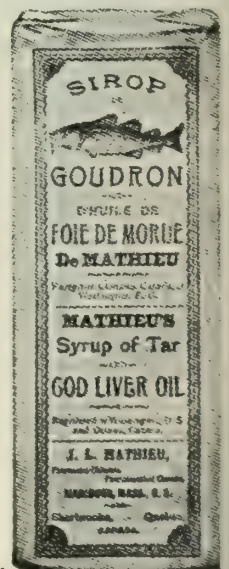
This system tonifier builds up stronger lung and throat tissues and is especially effective in rooting out coughs, chest troubles, etc.

A display of Mathieu's on a store counter never fails to produce quick, profitable sales. Try the selling power of a small trial stock.

Your wholesaler will supply you.

J. L. Mathieu & Co. (Proprietors), Sherbrooke, Que.

L. Chaput, Fils & Cie, Wholesale Depot, Montreal



LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

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color or stamping

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ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

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MILD, NON-BITING

Smooth Smoking —Fragrant



Tobacco-using Canada has taken "Our Seal" to their "Jimmy" pipes in a way that says infinitely more than mere words of praise.

This new blend of tobacco is delightfully mild and fragrant, the result of much experimenting during a period of some six years.

You should have this popular package tobacco in stock for your customers who are "in the know." *Ask your wholesaler.*

TUCKETT LIMITED, - Hamilton, Ontario

When You
Think of
PANCAKES,
Think of
FIVE ROSES

From
Actual
Photo



IT IS the great Canadian staple—a consistent source of retail profits—because of its amazing versatility. It is the one flour milled in Canada that answers unfalteringly every baking question. This, perhaps, is its greatest selling point in consuming eyes. Particularly at this season, in the making of millions of pancakes, griddle cakes and fried cakes, it is proving its worth. Every new culinary adventure in which FIVE ROSES plays the leading role rivets anew the consumer to YOUR store. So sell the brand that scores the highest at every point—

Five Roses[★]

FLOUR *for Breads-Cakes
Puddings-Pastries*

IT is what it makes that compels a flour's repeat sales. Now think that the FIVE ROSES Cook Book in nearly a quarter million Canadian homes is daily suggesting, achieving new successes. This silent, efficient force—that costs you NOTHING, since it is inseparable from the brand FIVE ROSES—is constantly at work in the consuming masses. It is helping to make FIVE ROSES easier to sell and repeat than any other bread-and-pastry flour milled in Canada. You only make a profit when you make a sale. Will you not let FIVE ROSES help you sell more flour?

Ask your Jobber or write Nearest Office.

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"The House of Character"

MONTREAL

Toronto, Ottawa, London, St. John,^{*} Sudbury,
Winnipeg, Keewatin, Vancouver, Calgary, Medicine Hat

When You
Think of
GRIDDLE CAKES,
Think of
FIVE ROSES

From
Actual
Photo



CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, NOVEMBER 12, 1915

No. 46

**Arrived
as requested—
Reindeer
Condensed Coffee
and Cocoa**

Thousands of soldiers' hampers will be sent to "Somewhere in France," and most will contain Reindeer Coffee and Cocoa if the many requests of soldier boys are given an ear.

These beverages contain both sugar and milk and require only the addition of boiling water, which is easily secured even in the trenches, to make a delicious, just-like-home cup of coffee or cocoa.

Every package and hamper going to the front should contain a good supply of these beverages.

This means extra business for you. Send for one of our "Your Soldier Boy" display cards. Show a soldier's hamper in your window with Reindeer Condensed Coffee and Cocoa and other suitable lines in evidence.

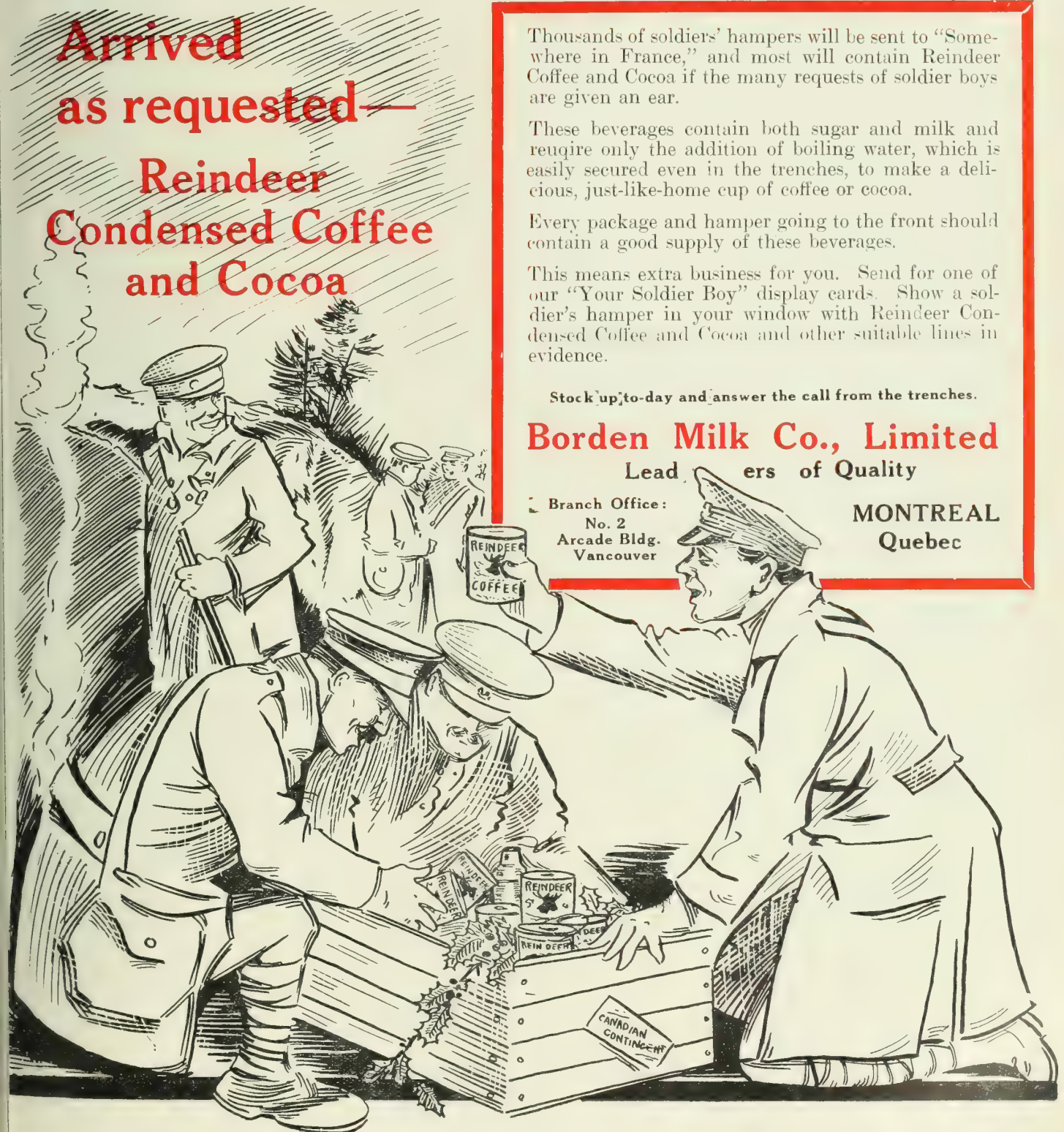
Stock up to-day and answer the call from the trenches.

Borden Milk Co., Limited

Leaders of Quality

Branch Office:
No. 2
Arcade Bldg.
Vancouver

**MONTREAL
Quebec**





11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-
cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

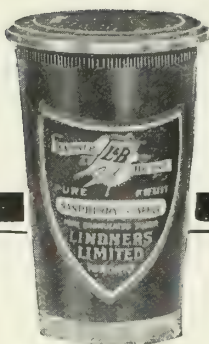
AMERICAN VINEYARD COMPANY, Growers and Packers

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Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.



Are you still skeptical?

Maybe you are still unconvinced of the fact that your bottled goods would sell quicker if sealed with Anchor Caps. Perhaps you are one of the few dealers who fancy that certain labels are all sufficient to create bigger sales.

But the fact is daily becoming more apparent that bottled goods sealed with the absolute security of Anchor Caps prove far better sellers than those whose closures leave doubt as to the well-preserved quality and flavor of the contents.

Wide-awake Grocers everywhere recognize the fact that Anchor Caps materially add to the selling value of bottled goods.

Your jobber can supply you with Anchor Caps on any line of bottled goods whatever. When ordering your next supply insist on Anchor Caps — you will find it well worth while.

Anchor Cap & Closure Corporation of Canada
LIMITED

Sudbury St. W., Foot of Dovercourt Road

TORONTO, CANADA

Libby's

Holiday Desserts

Libby's Sliced Hawaiian Pineapple

Libby's Moist Mince Meat

Libby's Mince

Libby's Plum Pudding

Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.

*For better
winter selling, stock*



Note the "CODOU" Brand

Always the Best



The Best Only

Arthur P. Tippet & Co.

Agents

MONTREAL TORONTO

**"CODOU'S"
MACARONI
and
"THISTLE"
BRAND
FISH**

They possess the hidden qualities of wholesome goodness which are the real source of continued sales.

"Codou's" Macaroni

is made from best Taganrog Wheat—the ideal wheat for such a purpose—by French experts, who are past masters of the art of Macaroni making.

"Thistle Brand" Fish

have a reputation of over thirty (30) years as the finest and best article of the kind packed in Canada.

It is the superior quality of "Thistle Brand" which has made it a big seller everywhere. The quality of the fish, combined with the care exercised in curing and boxing, leaves no doubt as to "Thistle Brand" superiority.

Replenish your stock now and reap your share of the cold weather sales.

PURE GOLD ICINGS

are now in season and are desirable products to place before your customers.

The large increase in the sales of Pure Gold Icings, is an evidence of the fact that their worth is recognized by the housewife.

It means for them less work in the kitchen and better results on the table.

Packed in cases of 3 dozen assorted.

Pure Gold Mfg. Co.

LIMITED

TORONTO and WINNIPEG



SUN-KIST Seeded Raisins are NOT PACKED by any association or combination of growers or packers like thousands of other brands are. They ARE PACKED by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the WAY THEY SELL but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. ASK THEM

Furnivall's

FINE FRUIT
PURE JAM

Satisfies the tastes of the most discriminating

Made from the very choicest of the season's fruit crop and manufactured under ideal conditions, the Furnivall Line is an "easy first" where purity and wholesomeness are concerned.

The winter demand will soon be due. Prepare for it now by stocking a supply of Furnivall's.



Furnivall-New LIMITED
Hamilton, Ontario

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John. N.B. — MacLaren Imperial Cheese Co. Halifax, N.S. — MacLaren Imperial Cheese Co. Sydney, N.S. — A. E. Sheppard. Hamilton — R. M. Griffin. Winnipeg. Man. — W. L. Mackenzie & Co., Ltd. Calgary, Alta. — MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — Central Brokerage Co.



“A PERFECT COFFEE in a PERFECT PACKAGE”

is how an Enthusiastic Merchant Describes

Gold Standard

“THE CHAFFLESS
COFFEE”

IN VACUUM SEALED TINS

Recommend it to your customers—its palate-pleasing properties will enhance your reputation as a “Quality Grocer.”

Half, one and two-pound vacuum sealed tins.

THE CODVILLE COMPANY, Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON

“COW BRAND” Baking Soda

*Over Seventy Years the
Leading Household Requisite*

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand**.

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT

Limited

Manufacturers

MONTREAL



We boom “WINDSOR” AND “REGAL” Salt, summer and winter. We advertise them from one end of Canada to the other, and have done so for years. As a result, “WINDSOR” AND “REGAL” are asked for and used in practically every home in the Dominion.

You don't have to struggle for a turnover, with these steady sellers. You don't have to overcome a preference for other brands.

The market has been made for you, by advertising and quality. We bring the business to you, through advertising, and hold it for you, by quality.

There are no “cut prices” on “WINDSOR” OR “REGAL” SALT.

Any manufacturer who has to give special commissions or rebates to sell his goods, confesses they are inferior.

All Retail Grocers get the same terms and treatment—because they all buy from jobbers.

The Canadian Salt Co., Limited

WINDSOR, ONT.

“Windsor” and “Regal” Salt

Now Aunt Jemima gives more value to the consumer than before



Every housewife who buys Aunt Jemima's Pancake or Buckwheat Flour, saves the cost of milk she generally uses, because sweet milk (in powdered form) is already mixed with the flour, saving expense and trouble.

Tell that to your customers

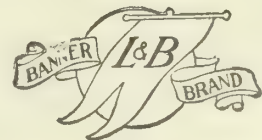
Mrs. "Hard-to-please" can always be satisfied in the Banner Brand Line



Banner Brand Jams and Jellies never fail to win the confidence of even the most particular housewife, because she knows from experience that nothing but fruits of the very first quality could possibly give Banner Brand Goods that delicious flavor which distinguishes them from all others. Dealers everywhere are strong for Banner Brand as a "good seller." Sell your customers "Banner" Brand Goods and cultivate that confidence which will mean repeat orders and increased profits.

STOCK UP TO-DAY.

Lindners Limited
BRAMPTON ONTARIO



Port Arthur, Ont.

47 William St.,
Montreal, Que.



Have you asked for our prices on
SALTED and **FROZEN LAKE HERRING**?

It will pay you.

One pound or a carload.

We have the **PRICE**, the **QUALITY**
and the **DIRECT SUPPLY**.

Let us hear from you.

J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street

TORONTO, ONT.

Only Thing of Its Kind

There is just one preparation made
for the exclusive purpose of cleaning
toilet bowls—

Sani-Flush

The Sale Grows Rapidly

because people see the need of
something for this purpose.
Ordinary methods mean hard,
unpleasant work, and then
they fail to clean thoroughly.
Sani-Flush makes the bowl
white as new and clears the
trap. This insures a clean,
odorless, sanitary bowl.

Are you selling Sani-Flush?

**THE HYGIENIC PRODUCTS
CO., CANTON, OHIO, U.S.A.**



Grocery Jobbers who sell Sani-Flush:

Ontario
John Sloan & Co., Berlin.
Geo. Watt & Son, Ltd., Brantford.
Gilmour & Co., Brockville.
Macpherson, Glassco & Co., Ham-
ilton.
Edward Adams & Co., Ltd., London.
The F. J. Castle Co., Ltd., Ottawa.
Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Sarnia.
W. H. Gillard & Co., Sault Ste.
Marie.
Perkins, Ince & Co., Toronto.
Eby-Blain, Ltd., Toronto.
J. F. Smyth Co., Windsor.

Manitoba
The Codville Co., Ltd., Brandon.
The Codville Co., Ltd., Winnipeg.
The G. McLean Co., Winnipeg.
Campbell Bros. & Wilson, Winnipeg.
Walter Woods Co., Winnipeg.

Saskatchewan
A. Macdonald Co., Saskatoon.

Alberta
Revillon Wholesale, Ltd., Edmonton.

British Columbia
The Hudson's Bay Co., Vancouver.



The soap in the red label is a
"wonderful" seller

The records created by "Wonderful" Soap as a quick
seller and the satisfactory results which it produces
prove that it has been very aptly named.

"Wonderful" Soap is speedy and sure on wash day:
and does not injure the most delicate fabrics.

You can safely recommend "Wonderful" Soap to
your most hard-to-please customer; results will
bring you bigger business.

Wonderful Soap, in its attractive red label, makes
an effective display which catches the eye and
produces quick, profitable sales.

Guelph Soap Company
GUELPH ONTARIO

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tins—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

CLARK'S

CONCENTRATED SOUPS

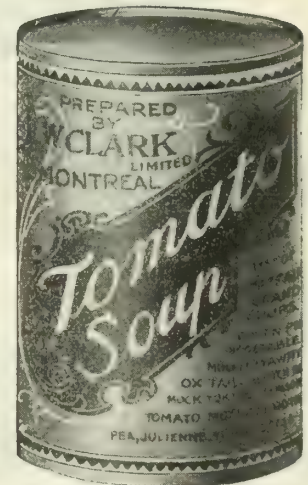


prepared from only the
finest of materials and
guaranteed absolutely
pure.

MADE IN CANADA

and without a rival in either home
or imported Soups.

TOMATO	CHICKEN
CELERY	MOCK TURTLE
PEA	MULLIGATAWNY
VEGETABLE	SCOTCH BROTH
etc., etc.	



Ask your jobber for prices or send
us a post card, but STOCK NOW.

W. CLARK, Limited, Montreal

Clark's

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

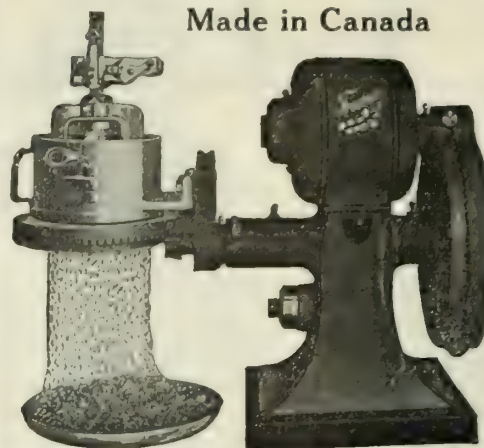
The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada



THE
BEST of
BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date, sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

R. S. McDoe, Toronto Watson & Truesdale, Winnipeg.
Maritime Fish Corporation, Limited, Montreal. W. A.
Simonds, St. John, N.B. H. C. Janion, Vancouver, B.C.

COIN PURSES

(Our new penny piece)

NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

Munitions and Merchandise.

We are happy to say that, while a number of workpeople at our factories have for some time been engaged on Government work, in the production of munitions, we have been able to make such arrangements as will permit of our being able to supply customers as heretofore with all they require of

GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada



More Than Ever in a Class by Itself

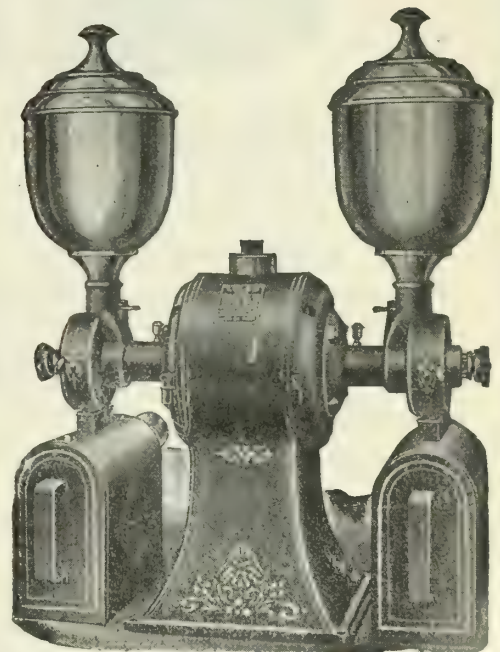
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.



California Raisin Bread

Made with SUN-MAID Raisins

The Nationally Advertised Raisin

Baked by bakers—after a special recipe supplied by us—and sold by grocers, everywhere.

A New Profit

This is a double source of new profit. Our \$160,000 nation-wide advertising campaign on this bread, and Sun-Maid Raisins in connection with it, has created a new demand. You can sell more raisin bread, and you can make over twice as much per loaf on this bread as you are now making on white bread.

Thousands of grocers throughout the country are doing it. Let us tell you how we help them, and will help you. Send this coupon to-day for our plan of co-operation with grocers.



Sun-Maid Raisins

The Nationally Advertised Raisin

California's choicest product. In clusters and pound cartons.

Another New Profit

Our advertising is increasing the per capita consumption of raisins in the United States. People are using raisins now who never thought about them before. That means more raisin sales for you. The increased demand, of course, is for Sun-Maid Raisins, the only kind that is nationally advertised. We'll help you get the full results in new profits from this new demand. Send this coupon to-day for our plan of co-operation with grocers. (135)

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6,000 Growers

Home Office, Fresno, California

Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. 76

Grocer's Name

Street

City Province

How many of these are on your daily sales slips?

How many of these money-making lines are you showing in your displays? The following are the best sellers from the 1915-16 list of

E.D.S. Pure Jams and Jellies

Red Raspberry and Gooseberry
Red Raspberry and Red Currant
Columbian Red Raspberry
Cuthbert Red Raspberry

Strawberry
Black Currant
Black Raspberry
Blackberry
Cherry
Greengage
Peach
Gooseberry
Red Currant
Red Plum
Orange Marmalade.

PURE JELLIES

Crabapple
Strawberry
Grape
Red Currant
Red Raspberry
Black Currant



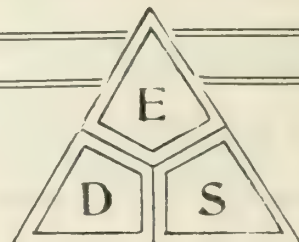
Every sale of these delicious high quality pure jams means continued business, means better business.

Their superior quality and unparalleled flavor are the result of the use of only the finest fruits and the exercising of the greatest care in processing, handling and packing.

ORDER YOUR SUPPLY NOW!

Made only by

E. D. Smith & Son, Limited
WINONA, ONTARIO



CANADIAN GROCER

RED LABEL, BLUE LABEL, GREEN LABEL
THE THREE GRAINS

St. Lawrence
Granulated

is the only granulated that is packed in three different sizes of grain. Always uniform, always regular. No dust.
And just whatever your customers prefer.

—Winning the Buyer's Favor—

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

TEA

Now is the time to secure your Japan Teas, as the selection at this time is large and varied.

Write us for samples and they will be cheerfully forwarded with quotations that will defy competition.

John Duncan & Co.

Established 1866

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S COFFEE ESSENCE

Reg'd Trade Mark

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto.
Quebec—Messrs. F. L. Benedict & Co., Montreal.
Vancouver and Winnipeg—Messrs. Shalleross, Macaulay & Co.



40
Cups from
one bottle



They Said It Couldn't Be Done

It was thought impossible to make a substantial corn broom that wouldn't turn at the tip, or the corn fall out, and at the same time make it light, as a woman wants it.

The answer is

"NUGGET" Brooms

To be sure the "Nugget" Broom is the only good light broom on the market, but one is enough when it is finished as strongly and appealingly as the "Nugget" and gives such long service.

Nugget Brooms are a regular trade-builder for you. Write for prices, etc.

Stevens-Hepner Co., Limited
Port Elgin, Ont.

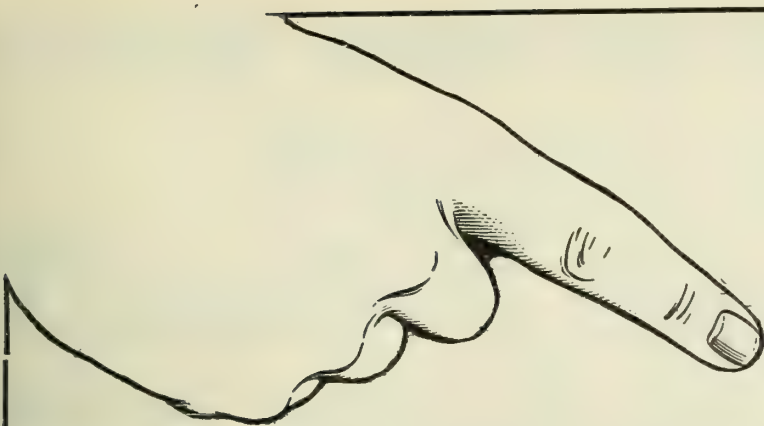
This is only one of the winners in the line of Keystone Brand Brooms and Brushes

Century Salt

Pure,
even
crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO



THE TRADE-MARK
WHICH GUARANTEES SATISFACTION



MARTIN-SENOUR PAINTS AND VARNISHES

(MADE IN CANADA—SOLD ON MERIT)

Martin-Senour Paints and Varnishes are the easiest and most profitable to sell because they are well known for their unsurpassed quality, **because** our message of quality in Martin-Senour Products reaches and is read by nearly every possible user in Canada, through the mediums of largely circulated daily and weekly press, magazines, farm and religious journals, etc.—**because** our sales help and co-operation consists of most effective use of interior and exterior displays, mailing campaigns, follow-up systems, and direct help of salesmen.

Many of our Dealer Agents consider the exclusive agency for Martin-Senour products one of the bulwarks of their business.

It will pay you to get full particulars re our exclusive agency proposition.



The **MARTIN-SENOUR** *Go.*

LIMITED
PRODUCERS OF PAINTS AND VARNISHES
CHICAGO MONTREAL WINNIPEG
HALIFAX • LINCOLN • TORONTO



Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

ONTARIO.

MACKENZIE & MORRIS LIMITED BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR White Beans and Evaporated Apples

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone

HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C. 5th edition and private.

QUEBEC.

W. J. McAULEY Commission Broker

Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

W. H. Escott Co., LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

One Inch Space
\$1.00 Per Issue
on Yearly Order.

The effect of the Great Conflict

upon business and investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions — and of the best possible business and financial counsel.

THE FINANCIAL POST of CANADA

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its by-mail

INFORMATION BUREAU

which deals with financial or business problems, furnishes a service of unsurpassed value.

Annual Subscription \$3.00 the Year.
Write for a Sample Copy.

THE FINANCIAL POST of CANADA

143-153 University Avenue
TORONTO CANADA

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

There's a steady demand
for *and* a growing
business to be done in

JAPAN TEA

*—the delicious, healthful and
invigorating beverage from
the sun-kissed Isle of the
Pacific—Japan.*

TAKE ADVANTAGE OF THE WIDE-SPREAD PUBLICITY CAMPAIGN
NOW BEING CARRIED ON FOR THIS HIGH-GRADE TEA

With Benefit To Yourself

We do not expect grocers to handle our extracts unless it is to their benefit to do so. So far as profit is concerned there is a good margin for the grocer in selling

Shirriffs's TRUE VANILLA

But more important than profit is the fact that this famous vanilla extract will give the greatest satisfaction to customers. Its flavor and bouquet are unsurpassed. And it is 50 per cent. stronger than the Government Standard requires according to the Pure Food Act.

Shirriffs's True Vanilla will benefit you because it will best satisfy your customers. And satisfied customers are a store's best asset.



Imperial Extract Co., Toronto, Ont.

No. 22

Chew with Old Bala

(Canada's 105-year-old Pioneer)

MAKING CHARCOAL

"What a little bag of charcoal you get now for 10 cents—why, you know in the early days of Canada we used to make the finest hardwood charcoal by the earload, at practically no cost. Of course, it took labor to gather the logs, to pile and cover them up with earth, to make them airtight and to keep up the fire that did not consume the wood, but turned it into a huge pile of charred wood, which was called charcoal.

"Many a time I have watched my fires all night long. It was then that a good chew of

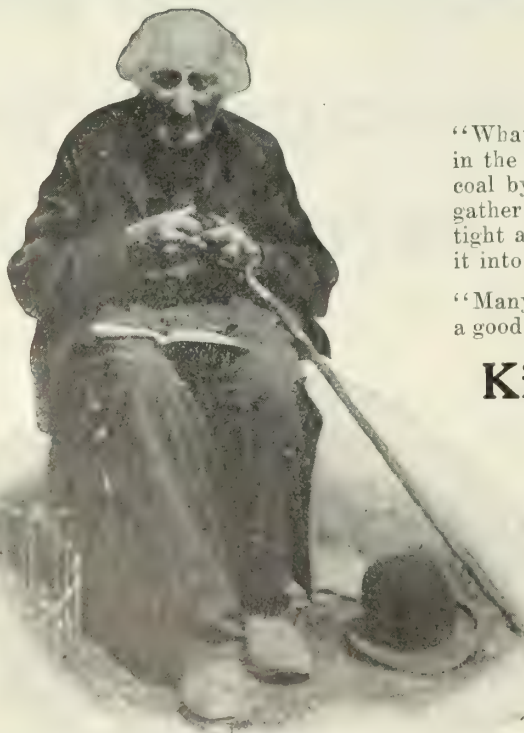
King George Navy

and a daily paper would have come in fine. No such tobacco was made then, and I have never tasted any since that can equal it for fine and lasting flavor."

I get it from my grocer at the corner.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



When talking about Red Rose Tea to your customers don't forget to tell them about its "Indian Assam" qualities—its distinctive flavor, its richness and its strength.



THE DEMAND

The demand for O-Cedar Polish is growing steadily. Our big national advertising campaign is bringing business to every dealer who carries this line.

O-Cedar
Polish

(Made in Canada)

has become a necessity to every housewife. She would sooner be without soap than be without O-Cedar. She must have it to keep her home bright and clean—and it means so little work.

Place your order to-day for a full stock and be ready to meet the demand.

ORDER FROM YOUR JOBBER

CHANNELL CHEMICAL CO., LTD.

369 Sorauren Avenue

TORONTO



**Bigger, quicker
and easier sales**
*—that's what the
Eureka means to
you*

The "Eureka" refrigerator, with its superior facilities for the sales-pulling display of meats, butter, etc., will more than pay for its initial cost in a bigger, easier and more profitable turnover. Then why worry along handicapped as you are with that inferior, unreliable and ineffective ice-box?

Try the Eureka for business building. Write to-day and receive full particulars of the most reliable refrigerator on the market.

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. N. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO



Robinson's "Patent" Barley

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CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 12, 1915

No. 46

The Parcel Post Sufferers

System Being Operated at a Loss—Mail Order Houses Getting Advantages That Are Being Paid For by the Rest of us—Criticisms of a Daily Paper—An Injustice to Retailers.

IN Canadian Grocer, issue of Oct. 8th, there appeared an editorial on the Canadian Parcel Post system. It was pointed out that the system was not paying and that it was being used chiefly by the department stores in the big centres and was being paid for by the people as a whole, whether they used it or not. In connection with this, the following from the Windsor, Ont., *Record* will be interesting:

RETAIN PARCEL POST SYSTEM

"*The Canadian Grocer*, a trade journal, comes out with an attack on the Canadian parcel post system, asking, "Does parcel post pay?"

"The journal claims the parcel post system is 'clearly transferring the business of centres to a few big cities, and if this business is being done at a loss, it is up to the government and M.P.'s outside the big cities to deal with the matter.' It goes on to say:

"If these are the facts, as they undoubtedly are, in these times of heavy and increasing taxation, it would be a great public economy to abandon the present parcel post system entirely and establish one on a self-sustaining basis."

"Parcel post has come to stay. There may be some adjustment in rates that will be found necessary and advisable, but the country does not wish to let private corporations like the express companies handle a public business that properly belongs to the post office department.

"Before parcel post was inaugurated we had experts go over the books of the express companies. The railway commission made an exhaustive enquiry. The express companies, which are owned by the railways, were making excessive profits. They were arrogant towards the public. They had traffic agreements that meant a dangerous monopoly, and they were wont to ask the mere parcel consignor, 'Well what are you going to do about it?'

"Finally, patience ceased to be a virtue, and we established the parcel post as a natural public

enterprise. Experience in this and other countries proves the wisdom of maintaining parcel post, despite its critics."

What CANADIAN GROCER especially objects to is the fact that the Parcel Post System is being run for the chief benefit of the big mail order houses and because it is not paying its way. This naturally means that the people of the country have to make up the deficiency. The Windsor *Record's* attack on the express companies for charging excessive rates is no doubt justified. That is admitted. But it is not sound business for this charge to be transferred from the people using the express companies' service to the people of Canada as a whole, the great majority of whom never use this service from one year's end to another. Then too, if the rates of the express companies were excessive, the law of the land provided a remedy in the Railway Commission. Surely the Windsor *Record* or any other paper for that matter, which subsists chiefly on the patronage of its local merchants will see the injustice of a parcel post system that chiefly benefits the big stores in the distant centres, and which is not only being paid for by the people of Canada who are not using it, but is also doing an injury to local merchants in every small town and city throughout the country. Because it is not paying and because the mail order houses are the great beneficiaries we have the peculiar situation of retail merchants actually putting their hands in their purses and handing out money to their strong competitors—the catalogue institutions. Where is the justice of that whether the express companies' charges were exorbitant or not? In the latter case only those who used the express service suffered; in the former the pockets of those who do NOT use parcel post are touched.

Let us acknowledge, as the *Record* states, that Parcel Post has come to stay. If that be the case, then why should it not be put on a paying basis. Those who use it are the ones who should pay for it. It certainly should not be an extra expense on the people of the country as a whole. If it is not paying to-day something should be done to make it pay. Otherwise it becomes a burden and not a benefit.

Selling Oysters Successfully

Bray Bros., Sherbrooke, Que., Display Their Fish at the Door Under Hygienic Conditions — Fresh Fish Handled Outside the Store—Sells 60 Cases of Olives Annually

THERE is a right way and a wrong way of handling oysters. The wrong way was the old way, where this delicate food was shown at the door in a tub, mixed up with lumps of ice, at the mercy of every wind that blew. The new way, and it is the way which will surely bring business to the grocery store, is the same as the old way in this respect only—the oysters are shown at the door. You have got to show oysters, like everything else, if you expect to sell them. The system in vogue now differs from that of a few years ago in that the receptacle is not an old tub, but a vessel made of enamelware, or some other clean material, often supplied by the producers themselves. The oysters do not come in contact with the ice, but are surrounded by a chamber containing ice. Moreover, the receptacle is closed with a glass lid, thus retaining the flavor of the oysters, and keeping them clean.

This is the system adopted by Bray Bros., Sherbrooke, Que., who have built up an excellent trade. It is left entirely to the oysters themselves to make the sale, which they do by their very tempting appeal to the passersby. While their sales have not been quite up to average this year on account of the warm weather, they are quite satisfied with the business done, and expect to do even better later in the year.

How Fish are Sold

They have also made a success of fish, both fresh and smoked. The latter is shown at the door, just like the oysters, in sealed boxes. They have the appearance of cleanliness, and are not revolting to the better class trade. Fresh fish is kept in a refrigerator, not inside the store.

If there is one reason more than another why Bray Bros. have been successful with their fish department, it is because they supply nothing but fresh fish. Being in close proximity to a port, they are able to have it fresh. When

it was stated to Mr. Bray that many grocers fall down on their fish department, he was at a loss to know why, saying that they had met the keenest sort of competition, and were up against some serious price-cutting right now; but they are holding their own, and have done, ever since they handled this line.

Good Meat Slicer Brought Business

They have also been able to build up a trade in high class hams and bacon. Until six years ago, they were content to leave this business to the butchers of the city. In that year they argued that if they were successful in securing other high class business, they could handle this line just as well, especially as many inquiries were coming in. So six years ago, armed with a cheap meat slicer, they made an attack on the stronghold of the butchers, but did not achieve phenomenal success until they spent some money on a good slicer. To quote Mr. Bray: "Having an efficient slicer, and the fact that we carried a high class line, is the secret of our success in this branch of the trade."

Having done well with the above three lines, it is only natural to expect that Bray Bros. do not leave untouched the vegetable and fruit business. Foreign and domestic fruits are handled in season.

Make Feature of Specialties

As will be seen by the accompanying illustration, Bray Bros. go hot after the grocery specialty business. Take olives

for instance. They branched into this business about ten years ago. Since then, people in this country have begun to consume this delicacy, until it has become a side dish at the hotels. Their sale of olives annually, (and their store is by no means a large one) amounts to from fifty to sixty cases. One large rack on the right hand side of the store is devoted to a constant olive display. They are also to be found in the silent salesmen. The latter are among the bulwarks of this business. They bring the business, and Mr. Bray admits that, whereas people see new goods in these cases, and ask for them, they would never do so if the goods were on the shelves.

An interesting story of how this firm introduced a specialty successfully is worth relating here. Some years ago, a Sherbrooke woman went on a visit to Minneapolis, and while there, tasted some coffee at a food show. On her return, she asked Mr. Bray if he carried the line. He did not, but he immediately wrote to the manufacturers who had not then introduced their line here to any extent. They made a proposition, offering to give each of his customers an extra tin for every tin of coffee purchased. This looked good to them, and they pushed the line until their sales amounted to 1,500 lbs. per year. However, a good thing like this could not last for ever, and eventually the free deal came to an end, the manufacturers sending over a sales force to handle the business for themselves.

It became necessary for Bray Bros. to turn their energies in another direction, which they do now with their own coffee grinder, exerting every effort to divert their excellent coffee business along another channel. Their electric coffee grinder is a wonder, grinding at the rate of two pounds per minute.

Coffee grinding always means the aroma of coffee permeating the store, and this results in a great many coffee sales which otherwise would not be made.



Note the displays of specialties in the store of Bray Bros., Sherbrooke, Que. The rack at the left is given over completely to olives.



This store was established in 1828 in Kentville, N.S. It is now being conducted by Lamont & Stedman.

Experience in the Cash System

Firm in Kentville, N.S., Adopted This Couple of Years Ago—Turnover Has Increased — What They Now Think of the Change—May Instal Motor Delivery

Written for Canadian Grocer by David Williams

THERE are hundreds of grocers from the Atlantic to the Pacific who are more or less interested in the question of credit to customers, and many of them have seriously considered the advisability of adopting a cash system.

To this class the experience of the firm of Lamont & Stedman, Kentville, N.S., who have wrestled with the problem for the last two years, may be of interest.

When the firm decided on their new plan, it may be recalled a sketch of their proposed policy appeared in *Canadian Grocer*, and the remark was ventured that it would be interesting to watch the outcome.

To give the reader some idea of what they had to contend with, perhaps a short sketch of their former history and a slight reference to the community among which they are situated would be of interest.

The Town of Kentville is in the midst of the far-famed Evangeline Valley and surrounded by a mixed farming and apple-growing country. The farmers and fruit growers of the district are not a people to be easily carried away with any new kind of doctrine or innovation, and they and their forefathers have per-

sued the even tenor of their way for a century or more.

Established Back in 1828

The store which is shown in the cut was built in the year 1828 by the founder of the business, G. S. De Wolf, and was conducted under the name of J. E. De Wolf from that time till 1895. There has been no change in the building since except the new wing on the left was added later. In the year above stated Mr. Lamont took over the business and carried it on under the style of De Wolf & Lamont, till three years ago, when Mr. Stedman was admitted as a partner, and the name changed to Lamont & Stedman.

In the old free-and-easy days, when the business was young, things were done quite differently in some respects to the way they are now. It was the time of long credit, when settlements were supposed to be made once a year, but frequently the time was much longer and the day of reckoning was slow in coming. At that time, too, the men of the community were largely not so abstemious as they are now, and among the stock of the store might be found a number of barrels of pretty strong stuff, where a thirsty customer could get

a drink for the asking and take home a gallon if he chose to buy one. To-day it is different.

As stated in the article, about two years ago the firm of Lamont & Stedman decided to abandon the old method which had been the custom of the store for over eighty years—that of giving credit and adopt a purely cash system. Their preliminary arrangements and methods of carrying out their proposition were described in the article referred to.

On the 1st of January, 1913, the new method was for the first time put in practice. It may be stated here that quite a large proportion of the business of the store was a catch one, as the stand was in a good section of the town. This being the case, no matter what attitude the credit customers assumed, a certain amount of business was assured. However, the problem was no easy one to face with a change so radical and affecting at least one-half of their trade.

Took Firm Stand

In adopting the new system, Lamont & Stedman were convinced that there must be no half-way measures—it must be all or none. There could and would be no deviation from the absolute rule. No credit. Come what would or go,

there should be no let up. In this they were absolutely right, for here is the rock upon which so many founder who start upon the same voyage. Favors are granted to a few, and the circle gradually widens till they are back to the old place. Not so, however, with this firm. "He that putteth his hand to the plow and looketh back is not fit for the kingdom," was their motto, and they rigidly observed it.

To give an instance of the firmness with which they adhered to the principle. There was one customer—one of their best—who paid weekly, and was in such circumstances that it was difficult for him to do otherwise, and as a consequence he withdrew his trade. Later, however, he returned with part of it. All customers who had been in the habit of paying bills promptly were treated the same as those who were more dilatory. It was absolute cash.

Of course, it took a little time to get customers educated into the new order, and some were entirely lost; but by courteous treatment, business management and right prices, things soon began to adjust themselves. Evolutions are not wrought in a day or radical changes made to fit the wheels of progress at once. However, things went along fairly smoothly and business kept up as well as was anticipated, while later on a larger volume of trade was done than usual.

Big Increase in Turnover

The summing up at the end of the first year showed the firm's turnover had increased from \$45,000 the previous year to \$76,000. The profits of the year's transactions had not been quite in proportion, for the reason that in order to hold their customers and attract new ones the margin on some lines had been figured rather close.

The present year that has not been done, but a fair percentage charged, and notwithstanding the fact that times are a little strenuous and money tight, their turnover will be \$60,000.

The success of the venture has been so marked that upon no conditions would they think of returning to the old methods.

In always selling for cash the firm have always cash to pay for everything they purchase, and are in a position to take all discounts offered.

They do a large business in farm produce, all of which is bought for cash, and no farmer with butter, eggs or any other produce which they handle has to do any tricking or trading or waiting for their money. It is cash, and they can go where they choose for their purchases, but usually all their groceries are bought in the store.

Farmers Like the Cash

They also do a large meat business,

cash is very marked in dealing with the farmers in the country around. They never have to look for any cattle, sheep or hogs they may require. The farmers are only too ready to supply them with all they need, because they are sure of their cheque upon the spot.

One of the difficulties the firm found in conducting a cash trade in the town was the handling of telephone orders. This, however, was favorably met in the following manner: Each delivery man on going out was supplied with a

book and a sufficient amount of change in his wallet. Collections were made on delivery. In some instances where the driver would call he might find the customer out, and in that case if they were good, the order was left and collected on the next round either that day or the following. This was the only deviation allowed from the absolutely cash rule.

The firm are at present seriously considering the advisability of doing away with their horses and delivery wagons, and adopting a system of motor delivery.

More Money from Eggs

Writer Suggests Grading According to Size and Charging More For the Larger Eggs—He Figures Out a Dollar Extra on a Case—Careful Handling Necessary.

By J. T. W.

COMPARATIVELY few grocers seem to realize the fact that with a very little added effort they can gain from 75c to \$1.50 extra profit on every case of eggs they sell. To some grocers this may seem more or less of an impossibility, yet the fact that it is today being done by hundreds of grocers in all parts of the country should be evidence enough to convince even the most skeptical.

How is it done? By grading the eggs into two lots, according to size. Reasonable enough, isn't it? You sell oranges, lemons, corn, tomatoes and a hundred and one similar items according to size, why not eggs?

For instance, let us take a case of eggs and grade them as suggested. You will find that approximately two-thirds of them or 20 dozen are large. If the small eggs which will average, let us say, an ounce each, sell for 25 cents a dozen, then the large eggs averaging an ounce and a half should bring 37½ cts. per dozen. But let us be conservative: Instead of charging 12½ cts. additional for these larger eggs, let us suppose the grocer charges 5 cts. additional. The customer, you will agree, is receiving exceptionally high value for her money, and the grocer is gaining an additional profit of practically a dollar on each case of eggs.

Not a New Idea

This idea of selling eggs according to size is by no means a new one. Eggs by weight is the common custom in a great many foreign countries. Certain of the United States have attempted to pass similar laws, but have met with strong opposition from the grocers' associations, for the reason that they realize that selling eggs by weight means buying eggs by weight, which will neces-

sarily occasion a great deal of extra handling with a market tendency to further increase the tremendous yearly loss that already exists.

Those grocers who have adopted this more profitable egg selling method, have also made it a point to safeguard the extra profit gained by providing themselves with a complete system for safe egg handling that will not only prevent egg breakage, but that will enable them to deliver the eggs with the smallest possible outlay, both of time and money.

Eggs when properly handled are one of the most profitable lines that any grocer handles; and further, high-quality eggs are so much in demand that once a grocer builds a reputation for furnishing strictly fresh eggs, he finds he has one of the strongest and most appealing "leaders" that is to be found in the grocery business.

SEATS FOR CUSTOMERS PAY

Dupuis Freres, Montreal, have introduced order-taking tables in their grocery department, and are already pleased with the success. They have found it an excellent way for pushing one or two lines a week. A sample of each is placed on the table, and the attention of each customer called to it especially. There was the case of a certain line of pickles, three gross of which were cleared out in three weeks by this method. One of the chief advantages of the order-taking table in the opinion of Dupuis Freres is that the woman who can be induced to sit down to place her order will usually place a larger order than she would standing up. It is the intention of this company to cover each table with plate glass, and have a list of specials under the glass where it can be seen as the order is being taken.

A Fine Christmas Window

Appetizing Arrangement of Christmas Baking Materials, Christmas Dainties and Preserved and Canned Foods—Now the Time to Push Sales of Holiday Goods—Urge Public to Buy Early.



Christmas window shown last year by Geo. Kerr & Co., Lethbridge, Alta. This is an exceedingly attractive trim.

FROM now on every retail dealer should be displaying Christmas goods. Many dried fruits are going to be short this year, and if this is pointed out carefully to customers, it will have a tendency to make them purchase early their dried fruits and other baking materials for their Christmas baking.

Here is a splendid Christmas window showing dried fruits, nuts, peels, confectionery, fancy biscuits, canned tomatoes, canned pineapple, canned fruits, preserved fruits in glass, sugar, etc. On the floor of the window were attractive trims of shelled nuts, peels, figs, bottles of various extracts, raisins in packages, confectionery in boxes and bulk, etc. Written across the window in loaf sugar will be seen the words, "A Merry Christmas." This floor in itself would be a very fine salesman, but backed up by the pyramids of attractive jams and preserved fruits, fancy biscuits, canned vegetables, etc., this becomes an exceedingly fine selling display. Note how the boxes of apricots, prunes and other dried fruits are shown. These are decorated with tinsel and turned face outward so that the quality of the fruit can be seen. This display was shown by Geo. Kerr & Co., Lethbridge, Alta., last year, and as will be readily seen, created a great deal of business.

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**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

**JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager**

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NET PROFITS COUNT

EVERY time a merchant is tempted to make a sale at a cut price he should remember that it is the net profit that counts, not the total sales. The business exists solely for the profit it makes. If it makes no profit it is not a success. The merchant's business can grow only by making a profit. Every new thing that comes into the store must be paid for out of the profit. Every dollar you take out of your store outside of your salary must come out of the profit. Otherwise you will meet trouble sooner or later.

"It is the net profit that counts, not the total sales." Every sale made at a loss takes away that much profit from a profitable sale. Every sale made at cost means that much opportunity for making a profit gone. Every sale made at a profit adds that much to your other profits. If you don't get the profit, how can you ever have it? If you don't ask a profit, how can you ever get it? Better small sales with some profit than large sales with no profit. Make your sales as big as you can, but always make the profit just as big in proportion.

PRICE CUTTING—BUSINESS SUICIDE

IN FRONT of the writer is a clipping from a United States grocery trade newspaper referring to a fierce price cutting war being indulged in by two grocers in the city in which this paper is published. The 50 cent line of a certain brand of baking powder is being offered for 39 cents; 17 lbs. of granulated sugar for a dollar, a tin of a certain brand of syrup for 10 cents which should be at least 13; all laundry soap at six for a quarter; two tins of a certain cleanser for 15 cents which should be at least 10 cents each, etc. The paper printing the item points out that it is only a question of time before something will happen to

either one or the other if they continue this price slashing war. It is not, it adds, reasonable for any retail grocery concern to continue in business very long at the prices these two stores are selling well known staples.

This goes to show that there are foolish merchants in the United States as well as there are in Canada. That, however, does not excuse the Canadian retailer from a campaign of price cutting which in the end only tends to demoralize business in his community and which cuts down the profits of everybody.

It is high time that the retail trade in this country realized that profits on grocery articles are too slim to admit of price cutting and still provide for a net profit over and above the cost of operating the business. How for instance, can sugar which cost 6¼ cents sell at 16 lbs. for a dollar? In times like these particularly when the merchant requires every cent of profit he can get, there is no room for cutting prices on staple goods. Let it be discontinued.

CHRISTMAS CUT SERVICE

IN the Fall Sales Number of CANADIAN GROCER of Oct. 29th, there appeared a page of cuts which retail dealers can use in their Christmas advertising. This is a new service this paper is rendering to its readers. We have collected a large number of Christmas cuts of this character and are giving them to our readers at practically cost price in order that they may brighten up their Christmas newspaper advertising.

From time to time readers have asked us for such a service and we are positive it will prove of actual money value to those who use it. Another page of these Christmas cuts is shown in this week's issue. Look over these and write immediately for any you

may desire. Order also from page which appeared in the Fall Sales Number.

FIGURING PROFITS

IN a few weeks' time thousands of retail firms will be taking inventories, and balancing up their books for the year to see whether or not the business of 1915 has yielded the desired profits. At inventory time there is always considerable discussion regarding the correct way to figure profits. It is a well-known fact that many merchants fail in business because they do not figure their profits correctly. There is a variance of opinion regarding the correct way to figure profits, some merchants claiming that profits should be figured on the cost price of goods, while others state that profits should be figured on the selling price. Authorities who have made a close study of the question claim that it is scientifically correct to use either the cost or selling price as a base in figuring the percentage of profit, as long as it is stated and made clear on what base the percentage has been calculated. The majority of successful firms have adapted the method of figuring the percentage of profit on the selling price. The vital issue, however, is the showing of net profit in dollars and cents at the end of the business year, when the inventory has been completed and the books are closed. And in order to make a satisfactory showing, it is necessary that a proper method of figuring profit should be followed throughout the year. Where many men make their mistake, and fool themselves, is in their refusing to see or acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum, or in other words, if 25 is twenty-five per cent. of 100, it is only twenty per cent. of 125.

In an article on the correct way to figure profits which appeared in Canadian Grocer some months ago, an instance was quoted showing how a retail merchant had erred in figuring profits. The merchant bought an article at \$1 each. His cost of doing business, so he said, was 25 per cent. (based on gross sales), and he wanted to make a profit of 10 per cent., so he marked the article to sell at \$1.35. His price should have been \$1.54 to make a 10 per cent. profit.

This merchant's cost of doing business was 25 per cent. of his selling price, but in pricing his goods he made the frequent and fatal mistake of only adding 25 per cent. of the invoice price. He also made a similar mistake in regard to his 10 per cent. profit.

A BRIGHTER OUTLOOK

A DECIDEDLY optimistic feeling has developed in business circles during the past two or three weeks. Retailers especially those in the towns and villages dependent upon agriculture, have been placing orders more freely, and a better all-round feeling is in evidence in all branches of the trade. City

trade is still below normal owing largely to slackness in the building trades, but retailers are looking forward to a good volume of Christmas trade. The continued warm weather of the past six weeks has created dullness in late fall and early winter goods but this business will come with a rush on the advent of cooler weather. In large centres where shell-making is being carried on in a large way, business has been greatly stimulated by the new industry. The announcement made during the early part of the week that further large orders for shells would shortly be placed in Canada has helped to create a feeling that business during the coming winter should be good. The unemployment problem which in former years has been a big problem to deal with, will be non-existent during the coming winter. There is now a great scarcity of mechanics and a great many laborers who were out of work during the summer are now steadily employed. Able bodied men are enlisting in large numbers, and in many cases their places have to be filled by others. And it is quite evident that business will become very active before the end of the year. Usually the crest of the grain movement is reached about the second week in November. By that time this year the real movement will only have commenced its full swing. When navigation closes it is doubtful if 50 per cent. of the exportable surplus of wheat will have reached ports on the eastern side of the lakes. Meanwhile, deliveries at primary points in the West will continue, and against them money will be advanced by the banks, which are in a good position, and probably will remain so, to make the advances. While a very large proportion of the crop proceeds will be utilized in settling old debts, there will be a very large balance go into farmstead improvements and into necessities of life. The economy of some years and the inevitable wear and tear has created a real need for these that will now be met. It is all too obvious that a crop much greater than generally expected has injected into the business situation, especially in the West, a confidence the effect of which will not be fully felt until the early months of 1916.

EDITORIAL NOTES

THE MORE active we make conditions here the sooner will the ranks of khaki march down Under den Linden.

* * *

THE YOUNG man who is going to make good must possess the qualities requisite for success. If he does not possess them, he must develop them.

* * *

THE MORE knowledge there is in existence concerning the basis of granting credit and the handling of credit, the better for the business community, and the place to first commence an inculcation of credit knowledge is in our educational institutions.

Problems of Toronto Grocers

Several Come Before Association Meeting—Legality of Coupons Discussed—Sugar Price-Cutting on Part of Department Stores—Government Commission of Enquiry Approved—Election of Officers at Next Meeting.

TORONTO, Nov. 11—(Special).—The legality of coupons issued by manufacturers and redeemed by retail dealers was the subject of considerable discussion at the regular meeting of the local Grocers' Section of the Retail Merchants' Association on Monday evening. Chairman Neil Carmichael presided. The above matter was called to the attention of the members by Dominion Secretary E. M. Trowern, who claimed that the method a certain manufacturer was adopting in so far as his coupons were concerned was against the Trading Stamp Act. He declared that the act did not allow a manufacturer to use a coupon which he did not redeem himself. In other words, he maintained that a manufacturer could not issue a coupon redeemable by the retailer. A retailer himself could issue a coupon, but he not only had to redeem it himself, but he had to mark the face value of it on that coupon. Mr. Trowern further pointed out that not only the manufacturer but the merchant and the customer were equally guilty and subject to heavy penalty in case of conviction. On motion of D. W. Clark and F. C. Thorne it was decided to advise the manufacturers that the grocers would refuse to redeem further coupons and also to ask them to stand by the grocers in case of any action in regard to the redemption of coupons in the past. This was carried.

There was also considerable discussion on the fact that large department stores were selling sugar at prices about equal to or less than what the grocers had to pay for it. On motion of W. J. Parks and J. M. Cork, the Dominion Board will be asked to take the matter up with the refiners with a view to having the retailer better protected.

Inland Revenue Versus Postage Stamp

How many grocers are using Inland Revenue stamps on their cheques or have you been licking the every-day 2-cent postage stamp? W. J. Sykes appeared before the meeting on Monday night to ask the retailers in future to use the Inland Revenue stamp. Mr. Sykes is connected with the Inland Revenue Department in Toronto, and pointed out that while it was immaterial to the Finance Minister whether he put the 2-cent war tax through the Inland Revenue Department or the Post Office Department, nevertheless the war tax on coupons was an Inland Revenue matter and he urged

the grocers to use the Inland Revenue stamp in preference to a Post Office stamp.

"We feel," said Mr. Sykes, "that when we have to enforce the act in reference to this matter we should have the revenue come to us. We issue an attractive, modest, neat little stamp which improves the appearance of a cheque, whereas the postage stamp spoils the effect of a neatly written cheque. Will you back up our efforts to help us find out what this war tax is bringing into the country?"

He further pointed out that nearly all the banks were now carrying the Inland Revenue stamp and merchants could secure their supplies from their local bank. If they were not carrying them, he would like to be informed of the particular bank, and he would see that the retailers could be accommodated in future. The grocers took kindly to the suggestion and will ask their members in future to use the Inland Revenue stamp in preference to the other. It is interesting to note that Mr. Sykes is an old grocer, and not only that but a past president of the former Toronto Retail Grocers' Association.

Approve Enquiry Commission

A resolution was read from the Dominion Board in reference to the Commission of Enquiry which the Government is undertaking to determine the resources, productive capacity, etc., of the country. This was commended by the Dominion Board and the Grocers' Section were asked to approve of it also. Dominion Secretary Trowern stated that the Retail Merchants' Association would be called upon to present any difficulties they care to and they would be invited to attend sessions to thresh these out. The idea was to secure more system in the operation of the affairs of the country and to eliminate the drawbacks to the advancing of business as a whole. On motion of Donald Nicholson and Geo. Bentley, the resolution was accepted by the Toronto Grocers' Section.

W. J. Nichol, convener of the Committee looking after the R. M. A. brand of goods reported that the cleanser would be on the market in a few days, probably at the end of this week or the beginning of next. He also stated the contract had been practically let with the Chisholm Milling Co. to pack the R. M. A. brand of rolled oats for the association. The rolled oats will be put up in 13½ lb.

and 5 lb. cartons to retail at 10 and 25 cents. The price to the retailer will be based on the price of rolled oats in bags from time to time. The association will be asked to guarantee the price of a certain number of cartons and labels. The rolled oats matter has not yet been finally disposed of, but will likely be at the next meeting.

The last item of business was the nomination of officers for the coming year. The election will take place at the next meeting on the second Monday in December. This will be one of the most important meetings of the year, and every member is urged to be present on that occasion.

WATCHING FRAUDULENT DEBTORS

The Canadian Credit Men's Association is investigating supposed fraudulent transactions, and, where the evidence warrants, bringing the offenders to justice. The association for that purpose has a large fund at its disposal.

The latest case comes from Calgary, Alberta. Two partners of a firm there, the insolvent debtors in question, were arrested at the instance of the Credit Men's Association, the charge being that they had removed goods from their store prior to making an assignment, with the object of defrauding their creditors to the extent, at any rate, of the goods removed. Wind of this transaction reached the manager of the association at Calgary, with the result that he engaged a private detective, who almost on the first night of his vigil discovered traces of the supposed transaction. The two partners and one of their clerks were arrested, and at the trial held in Calgary on the 2nd inst., the principals were sentenced to six months in the Lethbridge penitentiary and the clerk having pleaded guilty on the 3rd inst., was sentenced to four months in the same institution. The goods removed by the defaulters in the meantime had been sold by them, but the association has now recovered same—an amount of \$2,900.

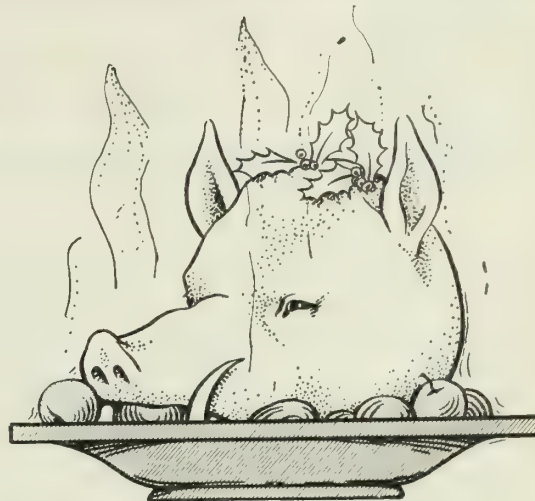
In a window dressing competition put on in Winnipeg by the Robin Hood Mills, Moose Jaw, Sask., the winner was the Fort Garry Market, with T. R. Hardern second. Runners up in the contest were: J. A. McKerchar, P. Nelson, D. W. Wilson, L. Krivel, O. Hughes, and J. Borrowman.



No. 1—60 cents.



No. 2—40 cents.



No. 3—60 cents.



No. 5—60 cents.



No. 6—40 cents.



No. 4—50 cents.

These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

CANADIAN GROCER, 143 University Ave., Toronto



No. 8—40 cents.



No. 7—40 cents.



No. 10—60 cents.



No. 11—50 cents.



THRO' OTHER SPECTACLES



Arbitration vs. Law Suits

Modern Merchant.

Frequently in the last few years I have discussed the value of arbitration as a means of settling business disputes. The opinion I have expressed is that if business men would cultivate the habit of submitting their controversies to three arbitrators in whom they had confidence, they would be saved a vast amount of expensive and annoying litigation, and in most cases justice would be done just as well.

In the November bulletin of the National Wholesale Grocers' Association is the report of eleven arbitrations held recently by the members of that organization. Reading them, to a lawyer, is exceedingly interesting. Each one is material for a perfect law suit, yet the whole eleven were settled without even one law suit. And outside of the arbitrator's fees, there was no expense.

Here is the report of Arbitration No. 12, showing how effectively the plan compromises the difficulty:

Sept. 23, 1915. A Missouri jobber purchased from a California packer 300 cases No. 2½ Extra Standard Y. C. peaches. They were rejected on arrival on the ground that the fruit was irregular, and the syrup not up to the usual test for Extra Standards. The rejection was sustained and the arbitrators recommended that the buyers take the peaches with an allowance of 5 cents per dozen.

Any one who has seen a judge trying to decide whether a rejection of certain goods was justified, the goods being some, perhaps, that he never even heard of, will prefer the settlement of such technical questions by men who know the subject. The court really never decides such questions anyway—it takes the word of experts, who are partisan because they are hired by one party or the other. Personally, if I were a party, no matter which party I was, I should prefer having it decided by non-partisan experts.

The Danish Butter Trade

The Grocer, London, Eng.

The forcing up of Danish butter quotations to a level that has passed all previous records through the extraordinary demand from Germany and Austria, has brought business in this descrip-

tion practically to a standstill in this country. Matters have become very complicated, and this week the Copenhagen quotation was suspended. From the various reports current it would seem that Danish producers desire to retain their hold on the British markets, and do not wish to let their output go in such large quantities to Germany and Austria. A scheme, it is reported, has been arranged to maintain exports in Great Britain, and to restrict the outlet to other and new sources that appear to be wanting more than their share. It is interesting to know this, because buyers on this side are no longer prepared to pay such prices for butter, and are strongly resenting the action of the Danes in the matter. The sudden desire of Danish butter producers to study the interests of British merchants is looked upon with some degree of suspicion when the butter position is weakening. The view is entertained that Germany may have grown tired of the very high prices asked, and that the Danes are trying to find an easy way out of the difficulty by specially studying the interests of Great Britain. Their consideration for their old supporters in the United Kingdom may have come too late to be wholly effectual for retailers are keenly resenting the very high charges, and we commend to the notice of the Danish producers the resolution passed by the members of the Northern Council of Grocers' Associations at their meeting on Tuesday to the effect that "if the pledge recently made to maintain our supply (of Danish butter) at reasonable prices is not respected, we shall discourage the import of all Danish supplies, not only at the present time, but as a policy for future years, and encourage supplies from other and more friendly sources." Danes may remember that what Lancashire says to-day, England will say to-morrow.

Brighter Business Outlook

The Financial Post.

From that great international grain clearing house, the Chicago wheat pit, comes the statement that at present Canada is doing the largest wheat export business in the world. So great has been the movement of Canadian grain through New York that Chicago traders have been endeavoring to have Canadian and American wheat reported separately

each day. One of the largest cash handlers is credited with the statement that the outflow from Canada will continue freely until January when the Australian and Argentine crops will begin to move. In the meantime this country promises to fill up a large portion of the export demand.

A Canadian market expert estimates that the receipts at Winnipeg will average 1,800 cars daily for the next forty days, or 72,000,000 bushels. (This estimate was made Nov. 1.) A further estimate is to the effect that the total movement by the end of November will be 154,000,000 bushels. On the basis of 210,000,000 bushels for export, there would still be a surplus of 56,000,000 bushels.

Despite all wailings to the contrary, the price being paid for grain on the prairies is above normal and the actual proceeds to the farmer are not materially affected by the high freight rates by rail or water. The latter fall upon the backs of the consumers, not upon the producer. Under the circumstances the expanding bank clearings (recorded on page 16), higher railroad and steamship earnings and greater demands upon our industries can be no surprise. Already our jobbing houses are revising their orders to manufacturers.

* * *

A Matter of Advertising

The Wholesale Grocer.

To one small town in Kansas, a Chicago mail order house mailed 476 catalogues for \$42.84. The inches of advertising in each catalogue is 52,400, making the total number of inches of advertising in the catalogues sent out approximately 24,942,400, or 393 miles of advertising sent out from one little post office at one time, for a cost of less than fifty dollars.

How many inches of advertising have the merchants in this town used in the past year? We will wager not even one mile, let alone 393.

In fact, it is safe to say that the whole country and several others besides have not done this amount of advertising in several years, yet the merchant wrings his hands and wails at the invasion of the mail order house among his customers.

If you hide your light under a barrel and keep your goods a secret you can never expect to win.

CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.

Quebec and Maritime Provinces

Marcel & Frere, grocers, Montreal, have registered.

Laurette & Fils, grocers, have registered in Montreal.

Denton Bros., grocers, Little River, N.S., have registered.

P. D. St. Michel, wholesale fruit merchant, Quebec, P.Q., is dead.

Baker & de Gruchy, general merchants, Cape Cove, Que., sustained a fire loss recently.

Wm. C. Christmas & Co., importers and commission merchants, Montreal, are registered.

John M. Cronan, for years associated with the grocery and shipping business in Halifax, is dead at age of 62 years.

Frank L. Benedict & Co., grocery commission merchants, Montreal, Que., sustained slight damage by water recently when the Read Building in which they are located, was damaged by fire. The loss is covered by insurance.

Ontario

John Spencer, grocer, Toronto, has sold to J. Shirt.

W. J. Philpott, grocer, Toronto, has sold to W. E. Carr.

G. Ante, grocer, Hamilton, has disposed of his business.

H. G. Lemon, grocer, Harriston, Ont., has sold to S. Knechtel.

W. J. Scott, grocer, London, Ont., has sold to Freeman Talbot.

Walker & Sons, Fort William, Ont., have opened a branch store.

The Western Oil Refining Co., St. Catharines, Ont., has obtained a charter.

Good Bros., grocers, Toronto, have dissolved, J. D. Good continuing under old style.

T. P. Demo, general merchant, Moose Creek, Ont., is succeeded by D. F. Jamieson.

A. P. Graham has purchased the grocery business of G. W. Rodd, Markham, Ont.

T. E. Elliott, for a number of years a grocer in Midland, Ont., died recently in Toronto.

Harry E. Gignac has become sales manager of the Neal Baking Company in London, Ont.

Garfield Anderson, general merchant, Stratton, Ont., sustained a fire loss recently; insured.

Hunter & Trout, general merchants, Warton, Ont., have dissolved, Jas. Hunter continuing.

Pte. Ross E. Brown, formerly employed by the Salada Tea Co., Toronto, has been wounded at the front.

The Gunn-Langlois Co., Ltd., have sold their produce and grain business at Clinton, Ont., to Jenkins & Son.

Fire recently damaged the plant and stock of the Canadian Chicle Company, Peterborough, Ont., to the extent of \$6,000.

Philip Maylard, London, Ont., and a traveler for the Lake of the Woods Milling Co., was drowned in Northern Ontario while on a hunting trip.

W. J. Mooney, president of the Mooney Biscuit Co., will make his home in future in Montreal. He has been a resident of Stratford, Ont., for many years.

Jas. E. Merriman, of the wholesale grocery firm of W. H. Merriman Company, St. Catharines, Ont., died recently, aged 45 years. He was a native of St. Catharines, a school trustee and an ex-alderman and was prominent in the organization of the Ratepayers' Associations in various sections of the city. He was ill but a few hours before death.

Western Canada

The MacLean Fruit Co., Regina, Sask., is changing name to MacLean Grocery Co., Ltd.

Minders Bros., grocers and butchers, Winnipeg, are succeeded by Minders & Kamel.

The British Columbia Fruit & Produce Distributors, Ltd., Calgary, Alta., has obtained a charter.

A large photograph in a recent issue of an Edmonton, Alta. paper, showed the employees of the Hudson's Bay Company retail department there, who are now in training with the various home defence units in the city. Included in these are the general manager, department managers, clerks, salesmen, engineers, porters, elevator operators, delivery men, chauffeurs and messengers and is therefore representative of every phase of operation in the big store.

The premises recently purchased by the Macdonald-Crawford Co., in Saskatoon, Sask., on the corner of Twenty-Fourth street and Ontario avenue, at a cost of about \$10,000, are being put in-

to shape for the removal of the company's business from their present premises on First Avenue. They anticipate occupying their new premises by November 15. The present premises which were formerly occupied by the Jackson Fruit Co., are being renovated and altered to suit the requirements of the company and an additional warehouse, with a frontage of 30 feet is being added at a cost of about \$5,000, which will give a full frontage of about 60 feet by about 120 feet, and will about double their present floor space. The new premises will contain fruit and grocery departments in addition to the necessary offices, and five floors will be occupied.

GROCERS GIVE FIELD KITCHEN

The grocers of Kingston, Ont., through the energetic efforts of John Gilbert and D. Couper, an ex-mayor of that city, have collected a fund among themselves for the purchase of a field kitchen and have presented it to the 59th Overseas Battalion. The task of collecting was cheerfully taken up by the above grocers, and although it involved the spending of considerable valuable time to call on such a large number of merchants they stuck to it and raised the required sum. As Mr. Gilbert's son is now serving in the trenches in France this is by no means the first occasion he has served his King and Country.

FIND USE FOR TOBACCO STEMS

A small army of men, says a dispatch from Wheeling, Va., has been sent out by the National Salt & Chemical Company to buy up tobacco stems, which will be the principal fuel used by the company in the manufacture of chemicals in the furnace plant of the Benwood Brewing Company, just leased by the National Company. While the tobacco stems are being used for fuel the smoke will be run through condensers and the residue will form an important ingredient used in the manufacture of chemicals. Among the products will be soft soap and saltpeter. Coal tar will be secured from the plant of the Smet-Solvay Company at the Riversdale plant of the National Tube Company. This is the first time that a use has been found for tobacco stems. Local tobacco plants have always had their stems piled and dumped on refuse piles.

Sugar Advances 25 Per Cwt.

Flour Market Ten Cents Higher—Rolled Oats Advances Too — Chocolate, Cocoa and English Sundries All Climbing—Stronger Market on New Currants—Bean Situation Firm —Canned Vegetables Firmer.

Office of Publication, Toronto, Nov. 11th, 1915.

THE event of the week in the grocery markets was the advance in sugar, on Tuesday, which amounted to 25 cents. This came a little as a surprise, but was, as usual, the result of the firmness in the New York market, where both raws and refined were higher. This makes once more a comparatively high basis for sugar.

English sundries, such as jams, pickles, sauces and so forth, are up a nickel this week. The wonder is that they have not been higher than they are now, long before this, for many were practically prohibited from export, being required for the troops. Freight difficulties, too, have added to the firmness and strength of British products of this kind. Chocolate and cocoa are up two or three cents a pound. This week, in fact, sees advances in more lines than has been the case for a long time.

Dried fruits do not show any appreciation at this writing, but the market on all of them is certainly firm. In the case of most lines they are so nearly allied that strength in one often lends strength to others. Take the firmness in currants, for example: this means a corresponding and sympathetic firmness in raisins. So, too, did the firmness and strength of Valencias; not only did it put prices up on Valencias, but it imparted general firmness to the tone of kindred lines, seeded and seedless raisins and such. All along the list dried fruits are firm and high. Prunes, the crop of which turned out much less than was first anticipated, are firm and high. Peaches are much in demand. Even dates, a line which is not a big seller, is firmer by reason of the fact that expected shipments did not arrive yet.

Flour is up a dime this week. This is in sympathy with the position of wheat which, in a few weeks, has gone up fourteen cents. It is claimed that the flour market is now in about the right proportion to the price of wheat. Rolled oats are up and firm at the new levels. Apparently the heavy rains in Ontario played havoc with the crop and that, coupled with a good demand, has boosted the price.

Beans and peas are very firm, and we should not be surprised to see an advance at an early date. Crops have been short and the farmer's don't seem to be particularly anxious to get in what crops they have got.

Molasses, which was so spectacular in its behaviour some few weeks ago, has started in again with the same antics. Last week saw a rise of three cents in Ontario and at present all levels are firm and quite strong.

QUEBEC MARKETS

Montreal, Nov. 11.—The most interesting market as far as the grocer is concerned, is that for dried vegetables, and for dried beans in particular. This market has been a strong one for a long time, but sharp declines were expected on arrival of the new crop, although it was understood that the quality of the new beans was not good, at least, in many districts. So far these declines have not taken place; in fact, one of the largest wholesalers in Montreal advanced his price for 3 lb. pickers from \$3.60 to \$4.20 per bushel. Opinions as to what is going to happen vary. Some be-

lieve that the market will remain firm, whereas others look for sharp decline as soon as the Ontario farmers commence to market their stuff.

The potato market is firming up again and prices have advanced from 5 to 7c per bag by the car. The reason given is that, when the market first went up, everybody bought heavily. The stock they bought has been worked off, and they are now in the market again. They will again buy heavily, and no doubt there will be another decline. Prince Edward Island should be ready to ship now, but they are not offering. The last boats of the season are now leaving, so

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Manitobas jump 10c per bbl.
Ontarios advance 20c per bbl.
Further advances in flour expected.
Rolled oats up 5c per bag.
Feed market quiet.

PRODUCE AND PROVISIONS—

Compound lard up ¼c lb.
Several pork products advanced.
Drop in price of turkeys.
Old cheese jumps to 20c lb.
Export demand for new laids.

FISH AND OYSTERS—

Frozen cod and smelts are up.
Dressed codfish down to \$6.50 case.
Fresh halibut down; haddock up.
Much better demand for oysters.
Pike and dore have gone up.

FRUIT AND VEGETABLES—

New York celery offered \$4 crate.
Malaga lemons now on market, \$5.
Canadian radishes and tomatoes done.
Pears now being offered \$4 bbl.
Peaches down to 60c per box.

GENERAL GROCERIES—

English sundries advance 5 to 10%.
Chocolates and cocoa up 2 to 3c lb.
French peas up \$1 per case.
Refined sugar up 25c.
Market for good teas still firm.
Prunes jump ¼c per pound.
Stronger market on new currants.
New shelled almonds arrive.
Price of dried beans advanced.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour 10c higher.
Rolled oats and oatmeal up.
Ontario oats are poor quality.
Wheat market firmer.

PRODUCE AND PROVISIONS—

Hogs higher.
Backs and pure lard up.
Butter market steady.
Cheese advances again.
Season against poultry trade.

FISH AND OYSTERS—

Smoked lines selling better.
Whitefish very scarce.
Good demand for oysters.
Frozen stuff coming along.

FRUIT AND VEGETABLES—

Spanish onions firmer.
New Messina lemons selling.
Mushrooms on the market.
Apples firm and in demand.
Pumpkins easier now.
Oranges in good demand.

GENERAL GROCERIES—

Tea levels firm.
Sugar up 25c.
Molasses starts to climb.
Beans and peas scarce.
New dates not in yet.
New almonds this week.
Are canned goods going up?

that supplies cannot come in by boat. It is believed they are holding for higher prices, which means they will store their potatoes until next spring.

A large number of imported groceries of English origin have been advanced five to ten per cent. This applies to jams, pickled goods, canned goods, condiments, and several other lines.

The market for chocolate and cocoas of American and Canadian manufacture is stiffening up, many manufacturers having raised their prices within the past few weeks. This is probably due to difficulty in getting supplies, and lack of shipping facilities. The advance amounts to 2c per lb. on cocoa and 3c on chocolate.

French vegetables are going up; the latest to be affected is peas, which have gone up \$1 per case. Green codfish is up to 4-4½c, an advance of ½c. Herrings are up 50c per bbl., due, it is believed, to a demand for import. Roquefort cheese is now quoted at 52c lb., an advance of 4c. Imported Castile soap is up 1c to 12½c. Brandy which used to sell at \$9 per case is now quoted at \$13, which is an advance of 60 per cent. This, however, includes the increase in duty.

SUGAR.—There has been an advance in Canadian refined of 25 cents. The raw market is stronger than ever, Cubans having changed hands at 3¾c, while N.Y. refined advanced to \$5.50. Local refiners still insist that this may only be temporary on account of American refiners being short, and having to buy for immediate delivery. It is interesting to note that January raws can be bought some 63 cents lower than present quotations, and whether we shall see another advance or decline in December depends on the lateness or otherwise of arrival of this new crop. One refiner, it is reported, advanced prices only 20 cents.

Business with local refineries is fair, but this is not a buying period.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	6 90
Extra Ground Sugars—	
Barrels	6 65
50 lb. boxes	6 85
25 lb. boxes	7 05
Powdered Sugars—	
Barrels	6 45
50 lb. boxes	6 65
25 lb. boxes	6 85
Paris Lump—	
100 lb. boxes	6 90
50 lb. boxes	7 00
25 lb. boxes	7 20
Crystal Diamonds—	
Barrels	6 90
100 lb. boxes	7 00
50 lb. boxes	7 10
25 lb. boxes	7 30
Cartons and half cartons	8 55
Crystal Dominoes, cartons	8 15

TEA.—Opinion of the trade here is that Ceylons are gradually strengthening. There are some Indias selling as low as 10¼d. and 10½d., but they are poor quality, and there is little demand. Good teas continue strong, i.e., for good liquoring teas which have some point to them. The feeling is that Ceylon teas are firming to where they were three or four weeks ago. Japan teas are as strong as ever, and dealers see no possible chance of them getting easier just now.

DRIED FRUITS.—The price of prunes has advanced ½c per lb. during the past week. A wholesaler who was asked to give a reason this week for the

higher price on prunes, made the following statement for the information of his customers: "It is estimated that California prune crop will amount at the most to 170,000,000 lbs., of which 90 per cent. are sold. The Oregon-Washington crop, which was estimated at 30,000,000 lbs., produced only a third of this tonnage, and orders are pro-rated down to 75 per cent. The 1915 crop came on an absolutely bare market. The export market has been consistently active with continued buying at each advance. Foreign shipments will exceed those of last year. Packers are buying any and all sizes on a 5c basis in any part of the State of California.

"Packers familiar with the crop and sales developments anticipate further advances. Independent brokers in New York and Chicago are more specific, and forecast a 6c basis in 90 days."

The market is pretty well depleted of currants. Some wholesalers have stopped their sale, not being sure whether they will get any new ones or not. It is understood, however, that several vessels which left Greece towards the end of October, are now nearing New York. The opinion here is that the goods will be in bad order, the vessels having been recalled and stopped on several occasions, and the goods reloaded. Spot stocks of currants are being offered at 10½-11c for packages and 10c for loose, for both Filiatras and Amalias.

Citron peels are scarce, but it is understood that a supply is assured from New York of good quality stuff, to sell to the trade in the neighborhood of 22c-25c. Higher prices on evaporated apples are expected on account of small crop.

The price of new currants which have already arrived on this market from Greece, took a jump this week.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes.....	0 09½
Apples, choice winter, 50-lb. boxes.....	0 09
Apples, choice winter, 100-lb. boxes.....	0 15½
Nectarines, choice	0 13½
Peaches, choice	0 10
Pears, choice	0 13½

DRIED FRUITS.	
Candied Peels—	
Citron	0 20
Lemon	0 13½
Orange	0 13½
Currants—	
Filiatras, fine, loose, new	0 10½
Filiatras, packages, new	0 11½
Dates—	
Dromedary, package stock, per pkg... ..	0 09
Faris, choicest	0 12½
Hallowee, loose	0 07½
Hallowee, 1-lb. pkgs.	0 07½

Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 10
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10

Prunes—	
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscadels, loose, 3-crown, lb.	0 09
Sultanas, box	0 16
Cal. seedless, 16 oz.	0 11½
Fancy seedless, 16 oz. pkgs.	0 10½
Choice seedless, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—New shelled almonds arrived this week, and opened at a price higher than a year ago. They will be offered to trade in the neighborhood of 42-43c, whereas last year the price on arrival here was about five cents lower. Reports vary as to the quality of new shelled walnuts arriving. It will be remembered that last year, some of shelled walnuts were not fit for human consumption. Reports on this year's crop are to effect that they are excellent, while others state they are thin. Shelled pecans will be here by the end of the week; they open high this year—in the neighborhood of 60c to the trade.

Almonds, Tara	0 17½	0 18½
Grenobles, new	0 15	0 16
Marbots, new	0 13½	0 14
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 25-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 14	0 15
Filberts, shelled	0 24	0 24
Pecans, large	0 20	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	0 07
Peanuts, No. 1, Spanish	0 08½	0 08½

MOLASSES.—Little can be said about spot stocks of fancy, since they are almost of negligible quantity. One of the largest holders in this market admits that his stock of fancy is now sold out. There is, however, quite a bit of choice left. Interest is now centered in the new crop, which, if the weather is good, will be a bumper one. Large shippers are looking for orders now, and for early December shipment are naming a price on a basis of 57c to the retail trade. While the first molasses will undoubtedly bring high prices, the market will surely take a big drop on the second shipment; in fact, it is expected that prices will be around 45c early in January. By the time the first shipment is in Montreal unloading, the early January shipment will be loading, and prices are expected to vary about ten cents per gallon. Of course, the market on new crop will depend on the price of sugar, just as it did last year. When wholesalers were offered molasses last year at 38c they laughed and held off, declaring that the price before long would come down to 30c. Before the season was over, however, they were scrambling for it at prices up to 45c and at the end of the season were paying over 50c per gallon. The high price of molasses this year may have the effect of inducing planters to make more molasses than sugar.

Barbadoes Molasses—	Price for Island of Montreal.	
	Fancy.	Choice.
Punchons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53

For outside territories prices range about 3c lower. Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Symps—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls.	0 04½
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 45
Cases, 5 lb. tins, 1 doz. in case	3 40
Cases, 10 lb. tins, ½ doz. in case	5 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

Cane Symps—	
Barrels, lb., 4½c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

RICE.—Imported rice is still cut off, the prices making them prohibitive in this market.

SPICES.—Reports coming from New York during the past two weeks have been bullish, practically on all lines of spices, but particularly on peppers. Importers state there are enormous demands, but small supplies; they expect more violent fluctuations than they have had since the Civil War. This is important, since this is a time when considerable buying is done for Christmas. Wholesalers do not appear to have advanced their prices on anything but peppers and gingers, and some have allowed their quotations to remain where they were rather than quote higher than competitors. A large firm of spice dealers stated this week that they would like to sit still for six weeks, and take their travellers off the ground. They say they have advised the latter that they do not care whether they sell or not.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	—0 16	—0 69	—0 23
Cassia	—0 22	—0 89	—0 29
Cayenne pepper	—0 28	—0 35	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar—60c.			
Ginger, Cochín	—0 22	—0 29	—0 29
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	—1 00	—1 00
Nutmegs	—0 40	—2 40	—0 75
Pepper, black	—0 22	0 90—1 00	—0 29
Pepper, white	—0 30	1 15—1 20	—0 31
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 14—0 16	—0 22	—0 22
Turmeric	0 21—0 23	—0 22	—0 22

Lower prices for pails, boxes or bails when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 13	0 13
Dutch	0 80	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chilies	0 35	0 35
Shredded coconut, in pails	0 18½	0 22
Pimento, whole	12-15	

COFFEE.—There are no changes in the primary market, and trade continues to be good in Canada. A Montreal importer says he does not expect lower prices, as Javas and Mochas are very dear, and further complications in the East will make it harder to get coffees of that type.

Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 26	0 28
Mexican	0 25	0 28
Maricao	0 22	0 24
Jamaica	0 22	0 24
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	0 14	0 14

DRIED VEGETABLES.—The bean market is attracting considerable interest this week because of the fact that, although the new crop of beans is arriving freely, the market is strong, and one wholesale house this week advanced its price on 3-lb. pickers from \$3.60 to \$4.20 per bushel. This is a house which, some weeks ago, was glorying in the fact that the province of Quebec was producing beans this year, something she had never done to any extent before. It appears, however, that what this province has supplied has been only a flea-bite to what was required, and that as fast as they came in they passed out again. The reason for this advance, as given by the above firm, is that farmers are sitting on their crops, knowing that

the crop in the States is a small one. Opinions vary as to the cause of the strong market. One commission agent uses these words: "The market is strong. It looks as though it will take a substantial rise instead of a sensational fall. It is certainly working upward. They don't seem to have the beans in the country. It is either that, or else the farmers are holding on to their crops. We would like to know which it is." A wholesale grocer says of the bean situation: "There is a splendid demand. Shipments are arriving rather freely, but prices are holding up. However, we are looking for sharp declines, as the farmers have finished their field work, and are now going to start and thresh. They will play wrong, as they often do, and rush their supplies on the market all at once. They are well off, with plenty of money to meet their obligations. They want high prices. High prices are now on, but the farmers think they will go higher. They won't, for the people will not eat beans at higher prices." Somewhat the same conditions apply to the pea situation; there are lots coming in, but they won't come up to the test. It is said that peas from some sections of Ontario are only fit for hog food. Farmers are holding on to their supplies just as they are doing with beans. There are very few splits on the market yet.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 75	4 20
Yellow eyes, per bushel	4 00	4 00
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 96 lbs.	5 50	6 50
Barley, pot, per bag	2 30	2 30
Barley, pearl, lb.	0 05	0 06

CANNED GOODS.—The price of several lines of canned goods was advanced this week, including tomatoes, corn, peas and beans. Pork and beans have also advanced, the following quotations being current to-day: 3-lb., \$1.45; 1-lb., 65c, and family size, \$1.05. The price of tomatoes is now \$1.02½, standard peas 92½c, early June peas 95c, corn 92½c, and string beans 92½c. The advance amounts to about 2½c all round.

The strong bean market is expected to have some effect on the consumption of canned goods. If beans go much higher, not only will the price of canned pork and beans be advanced, but people will not eat many of them, and purchase instead canned tomatoes, peas and corn.

Canadian sardines have advanced 25c a case, and are now quoted at \$3.25. The situation as regards canned salmon is without any interest for the retail trade. Dealers have pretty well placed their orders, and prices are steady.

Canadian apples are advancing. Gallon tins are quoted to-day at \$3.25 per doz., an advance of 50c; 3-lb. tins are now \$1.10, whereas they were formerly 95c. This was to be expected on account of the small crop apples.

Canned Vegetables—	
Beans, string, doz.	4 50½
Corn, doz.	4 50½
Peas, string, doz.	4 50
Peas, family, doz.	4 50
Tomatoes, doz.	1 00½
Pork and beans, doz.	1 40
Pork and beans, 1 doz.	1 65
Pork and beans, family, doz.	1 65
Canned Fruits	
Apples, gallon, doz.	3 25
Canned Fishes	
Sardines, Canadian, case	3 25

ONTARIO MARKETS

Toronto, Nov. 11.—The event of the week, undoubtedly, is the advance of 25c in sugar. This market again followed New York, where raws and refined alike being high, an advance was made. No doubt the step was a big one, but the market is firm and strong at the new figures, and there seems to be no reason to expect any weakness as an aftermath. This makes sugar on the basis of \$6.36 here. Otherwise, the markets hold little feature, unless it be the continued firmness and strength of dried fruits. All these are very strong. As one wholesaler pointed out to Canadian Grocer to-day, this is not surprising, because each line affects the other. Hence a firmness in currants reacts upon the raisin market, making that stronger, and a scarcity of Sultanias helps to firm up kindred lines—currants, seedless and seeded raisins and the like. We have no advances to record from our last week's levels, but it should be said that in several cases increases are rumored in the primary markets, and it looks as if we have not touched the high spot in the dried fruits market here yet by any means.

Both blue and white peas and also beans are difficult to get. The crops appear to be short, anyway, and the farmers are holding back even what they have got. Moreover, the beans are, on the whole, of poor quality.

Molasses has again started on its upward trip; an advance of 3c on low grades was recorded the first of this week, and the cheapest lines are now worth 23c in barrels. Readers will remember the antics of this market a few weeks ago. From several sources we hear that the market is firm and likely to show no easement until new crop arrivals.

The new almonds are expected in Montreal by the beginning of next week. That may affect the market price somewhat.

Business keeps good. Orders are larger, and collections are nothing to grumble about.

SUGAR.—An advance in both raws and refined in New York yesterday led to an advance in this market of 25c, and sugars are now on the basis of \$6.36. This rise in price here was purely sympathetic to the New York market; raws there on Wednesday were quoted at 3¾c. There is said to be an acute shortage in raws, due partially to export de-

mands being exorbitant. Business here is steady, and about the usual volume. There was nothing in this market alone to warrant any further advance.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.
100 lb. bags 6 36
20 lb. bags 6 46
10 lb. bags 6 51
2 and 5-lb. cartons 6 65
Nova Scotia refined, 100-lb. bags 6 25
New Brunswick refined, 100-lb. bags 6 36
Extra Ground Sugars—
Barrels 6 76
50 lb. boxes 6 96
25 lb. boxes 7 06

Powdered Sugars—
Barrels 6 56
25 lb. boxes 6 96
Crystal Diamonds—
Barrels 6 91
100 lb. boxes 7 01
50 lb. boxes 7 21
Cartons (20 to case) 7 66
Cartons (50 to case) 8 56
Crystal Dominoes, cartons 8 01

Paris Lump—
100 lb. boxes 7 01
50 lb. boxes 7 21
25 lb. boxes 7 41
Yellow Sugars—
No. 1 5 96
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES.—An advance of 3c took place at the first of the week, and this made a level on low grades of 23c in barrels. This strength again seems to be due to a big demand. The market, even at the higher figure, is quite firm and shows no sign of easing at all. Cane syrup is also in good demand, though the quotation is unchanged.

Corn Syrups—
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls... 0 04½
Fails, 3½ lbs., \$1.95; 25 lbs. 1 40
Cases, 2 lb. tins, 2 doz. in case 2 65
Cases, 5 lb. tins, 1 doz. in case 3 00
Cases, 10 lb. tins, ½ doz. in case 2 90
Cases, 20 lb. tins, ¼ doz. in case 2 85

Cane Syrups—
Barrels, lb., 4½c; ¼ bbls. 0 06
Cases, 2 lb. tins, 2 doz. in case 3 00

Molasses—
Fancy, gallon 0 60 0 65

TEAS.—There is still some difficulty in ascertaining the state of the market on Indians. A Calcutta cable Wednesday quoted 10¼d., or 20½c, whereas another house is said to have heard that the same teas were selling at 9d., or 18c. Which is true seems difficult to ascertain. In support of the theory that the Indian market is fairly strong is the report of the Calcutta Tea Brokers' Association, under date of October 7th, to the effect that the excess is being reduced, and that suggests firmness rather than any weakness. As we go to press we cannot provide further or more definite information with regard to this market. It was, however, firm last week, and we do not incline to the belief that it has broken as widely as three or four cents from a couple of weeks ago. Buying here is average, with little feature.

DRIED FRUITS.—The dates which it was previously said would be in Toronto this week are still somewhere en route, and have not showed up as yet. They should be here any day, though. There has been a brisker demand for dates. Prunes and peaches are firm in the primary markets, and finding good demand in this centre. No change in prices; but in both cases last week's levels are strong. Raisins of all kinds are strong. Valencia is a word one only hears men-

tioned now and then; as Mrs. Gamp would say: "There ain't no sich thing." Seeded and seedless are firm, the scarcity of Valencias, of course, continuing to contribute to this end. Currants show no disposition whatever to ease up, but are firm, and in primary market advances are now the order of the day. This produces two results: one direct, one indirect. It means, first of all, actually higher levels on currants, and, secondly, a firmness for other and kindred fruits. There is no doubt that the scarcity of currants has in some sort contributed to the firmness in raisins. Apricots and dried apples are in good demand at last week's levels.

Apricots—
Standard, 25 lb. boxes 0 10½ 0 11
Choice, 25 lb. boxes 0 12 0 14
Apples, evaporated, per lb. 0 08 0 08½
Candied Peels—
Lemon 0 15 0 16
Orange 0 15 0 16
Citron 0 20 0 23

Currants—
Filialtras, per lb. 0 12 0 13
Analas, choicest, per lb. 0 12½ 0 13½
Patras, per lb. 0 13 0 14
Vostizzas, choice 0 16 0 17
Cleaned, ¼ cent more.

Dates—
Fards, choicest, 12-lb. boxes 0 09½ 0 10
Fards, choicest, 60-lb. boxes 0 09 0 09½
Package dates 0 07½ 0 09
Hallowees 0 07½ 0 07½

Prunes—
30-40s, California, 25-lb. boxes 0 13 0 14
40-50s, 25-lb. boxes 0 12 0 13
50-60s, 25-lb. boxes 0 13½ 0 14½
60-70s, 50-lb. boxes 0 12½ 0 13½
70-80s, 50-lb. boxes 0 10½ 0 11½
80-90s, 50-lb. boxes 0 10 0 11
90-100s, 50-lb. boxes 0 09 0 10
25 lb. boxes, ¼c more.

Peaches—
Choice, 50 lb. boxes 0 06 0 06½
25 lb. boxes ¼c more.

Raisins—
Valencia 0 15 0 16
Seeded, fancy, 1 lb. packets 0 10½ 0 11½
Seeded, choice, 1 lb. packets 0 09½ 0 10½
Seeded, choice, 12 oz. 0 08
Seedless, 16 oz. packets 0 11½ 0 12
Seedless, 12 oz. packets 0 10

NUTS.—Tarragona almonds are slightly easier, and we quote a price lower by about a cent than last week's. Demand has let up some; dealers apparently have filled their requirements. New almonds should be in this country Sunday or Monday; boat should dock about that time. There is a good demand at present prices. Brazils have fallen off a little; they had a spurt at Hallowe'en, but have got quieter since.

In Shell—
Almonds, Tarragona 0 17½ 0 18
Brazils, medium, new 0 15 0 16
Brazils, large, washed, new 0 17 0 18
Chestnuts, peck 1 75 2 00
Filberts, Sicily, new 0 13 0 14
Peanuts, Jumbos, roasted 0 12½ 0 13½
Peanuts, hand-picked, roasted 0 11 0 11½
Peanuts, fancy, roasted 0 09 0 10
Pecans 0 17 0 18
Walnuts, Grenoble 0 15 0 16
Walnuts, Bordeaux 0 11 0 12
Walnuts Marbots 0 13 0 14
Shelled—
Almonds 0 38 0 40
Filberts 0 35
Peanuts 0 11 0 11½
Pecans 0 55 0 60
Walnuts 0 36 0 38

SPICES.—There is nothing new in this market; the firmness in cassias and peppers continues, though cream of tartar at this writing is a shade easier. Demand is steady and supplies are hard to get. Prices show no alteration.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10 0 10	0 10 0 10
Allspices, whole	0 10 0 10	0 10 0 10
Cassia, whole	0 21 0 22	0 21 0 22
Cassia, ground	0 14 0 15	0 22 0 23
Cinnamon, Batavia	0 27 0 28	0 27 0 28

Cloves, whole	0 27 0 35
Cloves, ground	0 18 0 22
Cream of tartar	0 45 0 50
Curry powder	0 30 0 36
Ginger, Cochin	0 15 0 17
Ginger, Jamaica, ground	0 18 0 21
Ginger, Jamaica, whole	0 25 0 30
Ginger, African, ground	0 14 0 18
Mace	0 80 0 100
Nutmegs, brown, 54s, 52c; 50s, 42c; 100s	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 22 0 25
Pastry spice	0 22 0 25
Peppers, black, ground	0 14 0 18
Peppers, black, whole	0 20 0 24
Peppers, white, ground	0 19 0 24
Peppers, white, whole	0 34 0 36
Pickling spice	0 18 0 20
Turmeric	0 18 0 20

BEANS.—crops of beans seems to be short, and the quality is, as one man put it, "nothing to rave over." Our quotation of \$4.20 is low enough. Farmers do not appear anxious to ship in what they have got, and goodness knows the crop is short enough at that. Blue and white peas are in the same condition—short crops, and difficult to get at what stocks there are.

Beans, hand-picked, bushel	4 20	4 25
Peas, blue, bushel	3 00	3 05

TORONTO

CANNED GOODS.—The holding company is talking about an advance soon on vegetables and fruits—of 2½c on the former and 5c on the latter. All lines are firm. Tomatoes are strong again now after a lull in demand, and corn and peas both feel a good steady call, which, consonant with poor crops, makes for high levels. Salmon is in good demand at this writing.

Salmon, Sockeye—
1 lb. talls, cases 4 doz., per doz. 2 52½
1 lb. flats, cases 4 doz., per doz. 2 72½
½ flats, cases 8 doz., per doz. 1 67½
Five cases or more, 2½c doz. less than above
Chums, 1-lb. talls 0 90
Pinks, 1-lb. talls 1 20
Cohoos, 1-lb. talls 1 45
Red Springs, 1-lb. talls 2 00
Humpback, ½-lb. tins 0 50

Canned Vegetables—
Tomatoes, 3's 1 10 1 15
Peas, standards 0 95
Early June peas 0 95
Extra sifted peas 1 45
Corn, 2's, doz. 0 95
Canned Fruits—
Strawberries, heavy syrup, doz. 2 15
Black raspberries, heavy syrup, doz. 1 95
Pumpkins, doz. 0 90

MANITOBA MARKETS

Winnipeg, Nov. 11.—Trade prospects here are looking up. The heavy movement of wheat to Eastern points is beginning to tell, but it will be another month yet until the vast sums being distributed among Western farmers come back in the natural course of trade for utilization in other fields.

At time of writing little short of 100,000,000 bushels of wheat, to say nothing of other grains, has been marketed. Nothing short of \$100,000,000 has passed in hard cash into farmers' hands; another \$50,000,000 worth at least of produce will go through from now to Christmas. This represents an immense purchasing power in the West, even after all debts are paid.

Business is improving in the grocery trade as elsewhere and better times are in store. Contrary to the generally accepted belief, many of those least likely to know and most capable of forming a

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judgment, look for real business activity after New Years when the wealth of Western Canada will be in the course of distribution.

There is no news of price changes in staple lines. The new crop of Ontario beans is not yet on the market. Dried fruits are unchanged, sugar firm, and an advance anticipated. Country trade is excellent; city trade improving.

	Per cwt.	in sacks.
Sugar, Eastern—		
Standard granulated	6 66	
Extra ground or icing, boxes	7 50	
Extra ground or icing, bbls.	7 30	
Powdered, boxes	6 70	
Powdered, bbls.	6 50	
Hard lump (100-lb. case)	7 60	
Montreal, yellow, bags	6 25	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	6 50	
Halves, 50 lbs., per cwt.	7 35	
Bales, 20 lbs., per cwt.	7 50	
Powdered, 50s	7 05	
Powdered, 25s	7 40	
Icing, barrels	7 35	
Icing, 50s	7 60	
Cut loaf, barrels	7 45	
Cut loaf, 50s	7 70	
Cut loaf, 25s	7 85	
Sugar, British Columbia—		
Extra standard granulated	6 50	
Bar sugar, bbls.	6 75	
Bar sugar, boxes	7 00	
Icing sugar, bbls.	6 95	
Icing sugar, boxes	6 60	
H. P. lumps, 100-lb. cases	7 65	
H. P. lumps, 25-lb. boxes	7 70	
Yellow, in bags	8 20	
Corn Syrup—		
2s, per case 2 doz.	2 75	
5s, per case 1 doz.	3 13	
10s, per case 1/2 doz.	3 01	
20s, per case 1/4 doz.	3 03	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 75	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, 1/2 doz. to case, per case	3 50	
20-lb. tins, 3 tins to case, per case	3 25	
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—	Per gal.	
Barbadoes	0 53	
New Orleans	0 34	
Maple Syrups—	Per case.	
Imperial, 1/2 gal., 1 doz.	5 55	
New, pure, 1/2 gal. case	9 00	
New, pure, 1/2 gal., quarts, case 2 doz.	9 70	
New, pure quart bottles, case 2 doz.	9 75	
Butter, No. 1 creamery, lb.	0 25	
Dried Fruits—		
Apples, evaporated, new, 50's	0 08 1/2	
Apricots, choice, 25's	0 12	
Apricots, choice, 10's	0 12 1/2	
Currents—		
Dry clean	0 08 1/2	
Washed	0 11	
1 lb. package	0 10 1/2	
2 lb. package	0 21	
Vostizias, bulk	0 12	
Dates—		
Hallowes, loose, per lb.	0 08	
Hallowes, 1-lb. pkgs.	0 07 1/2	
Fard dates, 12-lb. boxes	1 25	
Peaches—		
Standard, 25-lb. boxes	0 06 1/2	
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 07 1/2	
Raisins, Muscatels—		
3 crown, loose, 25's	0 08 1/2	
3 crown, loose, 50's	0 09	
Raisins, Sultanias—		
Californias, 50's	0 12 1/2	
Prunes, in 25-lb. boxes—		
90 to 100	0 07 1/2	
80 to 90	0 08	
70 to 80	0 08 1/2	
60 to 70	0 09 1/2	
50 to 60	0 10 1/2	
40 to 50	0 11 1/2	
Table Layer Eggs—		
1-crown, 3-lb. boxes, per lb.	0 15 1/2	
5-crown, 10-lb. boxes, per lb.	0 15	
5-crown, 10-lb. boxes, per lb.	0 13 1/2	
4-crown, 10-lb. boxes, per lb.	0 15	
3-crown, 10-lb. boxes, per lb.	0 12 1/2	
Glove boxes, per doz.	1 00	
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2	
Cooking figs, choice naturals, 25-lb. bags	0 07	0 07 1/2
Rice and Tapioca—		
No. 1 Japan, per lb.	0 08	
No. 2 Japan, per lb.	0 04 1/2	
Patna, per lb.	0 03 1/2	
Carolina, per lb.	0 07 1/2	
Sago, pearl, lb.	0 05 1/2	
Tapioca, pearl	0 06	0 06 1/2
Dried Vegetables—		
Beans—		
California, hand-picked, per bushel	4 30	
California Lima Beans—		
Bag lots	0 07 1/2	
Less than bag lots	0 06 1/2	

Barley—		
Foot, per sack, 95 lbs.	1 30	
Pearl, per sack, 95 lbs.	4 50	
Peas—		
Split peas, sack, 95 lbs.	6 00	
Barks, 40's	3 02	
Whole peas, bushel	1 90	

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Nov. 11.—Butter is now 34c to 36c for creamery. Cheese is also up, large being 19c and twins 19c per lb. Eggs fresh, are open, Vancouver Island being 58c to 60c. Package figs are off market. Canned peaches are up 20c per case. Tomatoes are selling 5c per case lower. Currants are up to 12c, and prunes to 7 1/2c. Dried peaches are easier at 6 1/2c, and figs 6 3/4c per lb.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 34	0 36
New Zealand cubes	0 39	
New Zealand brick	0 40	
Cheese, per lb., large, 19c; twins	0 19 1/2	
Cheese, Stilton, lb.	0 23	
Eggs—		
Local fresh	0 50	0 50
Vancouver Island	0 58	0 50
Lard, 3's, per case	9 50	
Lard, 5's, per case	9 50	
Lard, 10's, per case	9 45	
Lard, 20's, each	12 30	
General—		
Almonds, shelled, lb.	0 45	
Beans, foreign, per lb.	0 15 1/2	
Cream of tartar, lb.	55 c	
Beans, Lytton	0 85 1/2	
Figs, 12-30 oz. packages, per box	2 25	
Cocconut, lb.	18 1/2 c	
Cornmeal, bbl	\$3 00	
Flour, best patents, per bbl.	6 30	
Honey, Idaho, 24 lbs.	4 50	
Lemons, box	3 75	4 25
Potatoes, per ton	12 00	16 00
Rollod oats, bbl of 80 lbs.	3 10	
Onions, lb.	0 01 1/2	5 00
Oranges, box	5 00	5 75
Rice, 50's, sack	1 00	
Sugar, standard gran., per cwt.	6 95	
Sugar, yellow, per cwt.	6 30	
Walnuts, shelled, lb.	0 45	
Jams, glass jars, doz.	2 25	
Jams, 4-lb. tins, doz.	7 50	
Canned Goods—		
Apples, gals., 6-case	\$1 62	
Beans, 2's	2 10	
Corn, standard, per 2 dozen case.	2 15	
Peas, standard, per 2 dozen case	2 10	
Plums, Lombard, 2's, case	1 90	
Peaches, 2 1/2's, case	4 00	
Strawberries and raspberries, 2's, case	4 50	
Tomatoes, standard, per dozen, case	2 30	
Salmon—		
Sockeye, 1's, 4 doz. case	\$9 00	
Sockeye, 1/2's, 8 doz., case	10 75	
Pinks, 1's, 4 doz. case	4 00	
Dried Fruits—		
Apricots, per lb., 11c; Apples, lb.	10 c	
Prunes, 70-80, 25's, lb.	0 07 1/2	
Currants, per lb., 12c; Raisins, seeded, lb.	0 9 c	
Peaches, per lb.	0 06 1/2	
White figs, per lb.	0 06 1/2	

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Nov. 11.—New York sugar has advanced three times since the change recently reported here. Everything in the freezable line is being brought in to this market before close of navigation, which is now at hand. Currants still reflect the unsettled conditions in Greece, and advance 2c per pound. Cocconut has also increased 1 1/2c per pound. Eggs, extra, are 40c, and No. 1 32c. Butter is higher; No. 1 is 27c and No. 2 is 22c lb. Four inches of snow fell here the beginning of this week.

General—		
Beans, Ashcroft, lb.	0 06 1/2	
Beans, Japan, per bush.	\$9 00	4 00
Bran, ton	18 00	

Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 25	0 35
Boiled oats, 20's, 80c; 40's	1 00	
Rollod oats, bbl, \$2.16; 80's	1 75	
Flour, fancy patents	2 95	
Flour, seconds	2 80	
Rice, Siam, per cwt.	3 30	
Shorts, ton	20 00	
Sugar, standard gran., per cwt.	7 45	
Sugar, yellow, per cwt.	7 05	
Walnuts, shelled, lb.	0 38	

Produce and Provisions—

Cheese, lb.	0 17 1/2	
Bacon, lb., 20c; bellies, lb.	0 20 1/2	
Butter, creamery, per lb.	0 32	
Butter, dairy, No. 1, 27c; No. 2,	0 22	
Eggs, extra, per doz.	0 40	
Eggs, No. 1	0 32	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	9 00	
Lard, pure, 5's, per case	9 85	
Lard, 10's, per case	9 15	
Lard, pure, 20's, each	12 25	

Canned Goods—

Corn, standard, per two dozen	2 20	
Peas, standard, 2 dozen	2 20	
Plums, Lombard	2 25	
Peaches	3 55	
Strawberries, \$4.45; raspberries	4 00	
Tomatoes, standard, per 2 dozen	2 85	
Salmon, sockeye, 4 doz. talls, case, 1s	9 55	
Salmon, pink, case	4 14	
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35	
Lobster	2 35	

Dried Fruits—

Evaporated apples, 50's	0 10 1/2	
Apricots, 25's	0 12	
Peaches, 25's	0 07	
Pears, 25's	0 13	
Prunes, 90-100, 25's, unfaced	0 07 1/2	

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 11.—Quite unexpectedly sugar has dropped 20c. Small white beans have advanced, and are now quoted at \$6.75 per cwt. Storage eggs have advanced to \$9.50 per case. Gallon tomatoes are \$2.10. Cleaned currants are quoted at 13c. Advances of about two cents per pound have taken place in several brands of chocolate and cocoa. Evaporated apples have advanced to 10c. All sizes matches have gone up about 40c a case. Imported cheese is dear, and some kinds are hard to get. New navel oranges are expected next week, last ear of Valencias being now in.

General—

Beans, small white Japan, lb.	0 06 1/2	
Flour, No. 1 patent, 98's	2 90	3 00
Molasses, extra fancy, gal.	0 67	
Rollod oats, bbl	2 55	
Rollod oats, 80s	2 15	
Rice, Siam, cwt.	4 00	
Potatoes, local, per bush.	0 35	
Lard, pure, 3s, per case	9 00	
Sugar, pure cane, granulated, cwt.	7 25	
Shelled walnuts, finest halves, lb.	0 40	
Shelled walnuts, broken, lb.	0 30	

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 19	
Butter, creamery, lb.	0 33	
Butter, No. 1, dairy, lb.	0 27	
Eggs, select storage, case	9 00	
Lard, pure, 3s, per case	9 05	
Bacon, smoked backs, per lb.	0 21	
Bacon, smoked bellies, per lb.	0 22 1/2	

Canned Goods—

Tomatoes, 3s, standard, case	2 85	
Corn, 2s, standard, case	2 25	
Peas, 2s, standard, case	2 35	
Tomatoes, gals., case	2 10	
Apples, gals., Ontario, case	1 75	
Strawberries, 2s, Ontario, case	4 90	
Raspberries, 2s, Ontario, case	4 50	
Lobster, 1/2s, per doz.	2 65	
Salmon, finest sockeye, talls, 48x1s, per case	10 00	
Salmon, pink, talls, 48x1s, per case	4 50	

Dried Fruits—

Currants, lb.	0 13	
Evaporated apples, 50s, per lb.	0 10	
Peaches, choice, 25s, per lb.	0 07 1/2	
Apricots, choice, 25s, per lb.	0 10	
Pears, choice, 25s, per lb.	0 14	
Prunes, 90-100	0 07	
Sultana raisins, Cal., extra fancy	0 15	

Fruits and Vegetables—

Grapefruit, Cal.	5 00	
Oranges, case	6 50	7 00
Lemons, case	6 00	
Peaches, crate	0 90	1 00
Tomatoes, 4-basket crates	1 00	

SASKATCHEWAN MARKETS

Regina, Nov. 11.—Markets at this point are stationary this week. There are no changes of any importance worthy of note. Emphasis may be placed on the splendid manner in which business has picked up this fall. All lines of business show greatly increased sales over same period last year. The magnificent crops are largely responsible for the business revival. Considerable loss has been experienced by destructive prairie fires throughout the West, and relief is being despatched to stricken families. Harvesting is completed in the north and east, and machines and threshing outfits have been sent to those portions of the province where threshing was delayed by lack of machinery.

Produce and Provisions—

Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17½
Eggs, new laid	0 40
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	9 35
Lard, 5's, per case	9 30
Lard, 10's, per case	8 30
Lard, 20's, per case	12 10

General—

Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17½
Cream of tartar, lb.	0 50
Cocoanut, lb.	0 19
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 98's	3 00
Rolled oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard, gran., per cwt.	7 04
Sugar, yellow, per cwt.	6 64
Walnuts, shelled, 4½; almonds	0 41

Canned Goods—

Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 00

Salmon—

Sockeye, 1's, 4 dozen case	9 55
Sockeye, ½'s	12 35
Cohoese, 1's	6 00
Humpbacks, 1's	4 60

Fruits and Vegetables—

Apples, Washington, bbl.	1 75
Celery	0 10
Crauberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencias	5 75
Potatoes, bushel	0 60

Dried Fruits—

Currents, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 10½
Evap. apples, 50's, lb.	0 09½

Produce and Provisions—

Bacon, breakfast, per lb.	9 22	0 23
Bacon, roll, per lb.	0 17
Beef, corned, 1's	3 35
Pork, American clear, per bbl.	25 90	29 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 32
Eggs	0 30	0 32
Lard, compound, per lb.	0 11½	0 12
Lard, pure, per lb.	0 15	0 15½
Cheese, new	0 16½	0 17

Flour and Cereals—

Cornmeal, gran.	5 75
Cornmeal, ordinary	1 75
Flour, Manitoba, per bbl.	6 60
Flour, Ontario	6 20
Rollod oats, per bbl.	6 00
Potatoes, bbl.	0 90
	1 00

Fresh Fruits and Vegetables—

Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50
Oranges, Val., case	6 50
Potatoes, bbls.	2 25	2 35

Sugar—

Standard granulated	6 10	6 15
United Empire	6 00	6 05
Bright yellow	5 90	5 95
No. 1 yellow	5 70	5 75
Paris lumps	7 25
Lemons, Messina, box
Beans, hand-picked, bush.	4 10	4 15
Beans, yellow eyes, per bush.	4 15	4 25
Canned pork and beans, per case	3 00	3 40
Molasses, Barbados, gal.	0 52	0 53
Cream of tartar, per lb., bulk	0 55	0 58
Currents	0 11	0 11½
Rice, per cwt.	4 45	4 50

Letters to the Editor

IS THIS A BARGAIN AFTER ALL?

Editor Canadian Grocer.—After reading your article on a certain Windsor concern's methods, I carefully examined the sample order you give, with an idea of finding out how the firm managed to do their business at a profit. I am handicapped, however, as I know very little of the prices prevailing in the East. I have, however tried, and enclose it herewith, and no doubt after examination you would be able to correct it and get it more exact. I don't think the profits are overestimated—rather the reverse, and yet the whole order shows a profit of approximately 35 per cent. on the returns.

The condition of business is, that their own orders are selected, so I guess every order will bear relatively the same profit.

The proprietary articles are only three in number and are obviously only thrown in to make the order look cheap, and these particular lines are the only ones on which there is no profit.

Order	Price charged	Profit
1 large can salmon.....	\$.15	\$.07
1 box Nugget05	*.01
5 lb. rolled oats18	.05
1 lb. tea45	.20
1 lb. 2nd grade tea.....	.33	.12
1 lb. baking pdr40	.25
10 lbs. sugar40	*.22
Box complexion soap.....	.50	.35
1 lb. coffee35	.17
½ lb. mustard20	.05
8 bars laundry soap.....	.25	.05
Bottle lemon ess.....	.20	.05
Bottle vanilla ess.....	.20	.05
½ lb. esy cocoa20	.05

Box talcum pdr.....	.40	.25
½ lb. fresh cocoanut20	.11
Can O.D.C.06	*.02
½ lb. blk pepper20	.08
1 lb. baking soda05	.02
1 egg separator08	.02
Box soda biscuits.....	.15	.05

Gross ...	\$5.00	\$1.97
Less loss		.25

Net profit ... \$1.72

*Loss.

Baking powder made from phosphates and starchy flours added such as rice or corn starch can be made remarkably cheap, while tea, coffee, talcum powders, complexion soaps, etc., can be bought easily so as to carry the profits I have reckoned. The only mystery about such business is, that anyone can be induced to part with their money to buy such "a pig in a poke."

J. MERCER.

Victoria, B.C., Oct. 30, 1915.

TRADE WITH WEST INDIES

Watson Griffin, special trade commissioner from Ottawa to the British West Indies, reports that as a market for flour, meat, butter and condensed milk produced in the western provinces of Canada, all the British West Indies Islands are nearer to Manitoba, Saskatchewan and Alberta than the British Isles or countries of continental Europe, and that for manufactured articles from Ontario and Quebec the cost of transportation to the West Indies is less than the cost to Saskatchewan and Alberta.

Mr. Griffin visited all the colonies that have joined in the Canada-West Indies preferential tariff agreement, as well as the colony of Jamaica, and the Republic of Cuba. His conclusion is that the trade of the British West Indies is worth going after. The various colonies included in the preferential agreement annually import about forty-five millions, and export about forty-one millions worth of goods.

Mr. Griffin states that the trade of the British West Indies should be controlled largely by the Maritime Provinces of Canada. The flour trade will go to the central and western provinces. It is the general opinion of customs collectors and merchants throughout the British West Indies that Canada will soon monopolize their flour market. The manufacture of flour for the West Indies makes a market that is more certain than any foreign market that might be suddenly closed by hostile tariff legislation. The West Indian planters will never produce wheat or flour. Canned peaches and, perhaps, some other kinds of canned fruit can best be sold by Ontario and British Columbia.

NEW BRUNSWICK MARKETS

(By Wire.)

St. John, Nov. 11.—Business is good with local dealers. Collections are fair. There is a scarcity of beans causing concern, stocks being about exhausted. Locally prices are rising, hand-picked beans being \$4.10 to \$4.15, and yellow-eyes \$4.15 to \$4.25. They will likely go higher. Flour stronger with a slight advance in both Manitoba and Ontario. Dealers think this is only temporary. Cornmeal is easier at \$1.75. Sugar is unchanged and wholesalers look for little change before the new year. Eggs are slightly firmer at 30 to 32c. Butter is unchanged with supplies fair. Much country produce is being received before close of navigation. River boats are still running with heavy orders from country districts. Potatoes are coming along better with prices firm. Dealers expect high quotations this winter.



FRUIT AND VEGETABLES



Messina Lemons and Mushrooms In

New Lines Find Good Business—Onions Higher, But Potatoes Easier—Apples at Moderate Price; Snows Are Good Quality—Sprouts Find Good Demand.

MONTREAL

FRUITS.—Apples are running at about the same price, and are arriving fairly plentifully. At present, there is no sign of shortage. They are coming in especially well from Nova Scotia—all kinds except Fameuse. The latter, for No. 1's are bringing 6.00. Nova Scotia cranberries appear to be selling in preference to those from Cape Cod, as the latter cost about \$3 per bbl. more, and the former are very nice eating. Malaga grapes are something new on the market, being offered in barrels of 50 lbs. at \$5. The quality is all right, and this price will prevail more or less, during the winter. Blue grapes are still being offered at 17c. There are new Malaga lemons on the market, quoted for 420 size, at \$5. For pineapples there is little demand. Peaches are offered in boxes at 50c., but they are not much good for eating, having no flavor. They are all right for preserving. No pears are offered in boxes, but in bbls. at 4.00. Quinces are down 40c basket. There is little demand, except from the Jews.

Apples—		
Fameuse, No. 1's	5 50	
Alexanders, No. 1's, bbl.	3 00	3 50
Wealthy, No. 1's	3 50	
Calvert	1 75	2 25
McIntosh Reds	5 50	
Starks	4 50	
Spies	5 50	
Ben Davis	3 75	
Russels	5 00	
Gavenings	4 50	
Bananas, bunches	2 00	2 25
Cranberries, Cape Cod, bbl.	9 00	
Cranberries, Nova Scotia, bbl.	6 50	
Grapefruit, 40-54 cts. 9c	3 50	4 50
Grapes, blue 6 qt. baskets	0 17	0 18
Grapes, Tokay, crate, 4 baskets	2 25	
Grapes, Malaga, heavy weight, bbl.	5 00	
Lemons—		
Verdills	3 00	3 25
Malaga, 100 size		5 00
Oranges—		
Valencias, Cal. late 126-250		6 00
Jamaica, 190-240-215		3 50
Porto Rico, 18 150-250-288		3 00
Pineapples 18-24 and 30-36		3 00
Peaches, box		0 60
Pears, bbl.		4 00
Quinces, basket		0 40

VEGETABLES.—Potatoes still are firm, and prices remain about the same. The demand is good. Spanish onions remain in the neighborhood of 5.50 to 6.00, and it is said they will be scarce. If more are brought in from Spain, they will cost around \$7, it is said. Local onions are quoted at 1.75 to 2.50, and are in good demand. Beets, carrots and parsnips have been in better demand since

last week, and the farmers are bringing in less. There are lots of cabbage on the market, selling for 25 to 35c per doz. Cauliflowers are getting dearer, good ones bring a dollar per doz. Good celery brings 50-75c per doz., and New York celery, by the crate, is selling at 4.00. There is little demand for celery roots. Cucumbers are quiet, and Montreal cucumbers are about done. Boston cucumbers are too high to enjoy a big sale. Boston head lettuce took a jump this week, being offered at 1.75. There are no more Montreal radishes being offered, and anybody wanting radishes must bring them in from the States. Canadian tomatoes are done, and hothouse are still being quoted at 18c per lb.

Artichokes, bag	1 25	
Beets, bag	0 50	
Beans, wax, N.Y., per basket	3 00	
Beans, green, N.Y., per basket	3 00	
Brussels sprouts, qt.	0 12 1/2	0 15
Cabbage, Montreal, per doz.	0 25	0 35
Cabbage, red, doz.		0 40
Carrots, bag	0 50	
Cauliflower, Canadian, doz.	0 50	1 50
Celery, Montreal, doz.	0 25	0 50
Celery, N.Y., crate		4 00
Celery roots, doz.		0 50
Cucumbers, fancy, Boston, doz.	1 50	
Cucumbers, Montreal, basket	0 50	
Egg plant, N.Y., doz.	1 75	
Leeks, bunch	0 10	
Head lettuce, Montreal, doz.	0 50	0 60
Head lettuce, Boston, box	1 75	
Curly lettuce, doz.	0 25	

Onions—		
Montreal, 75 lbs., bag	1 75	
Spanish, crate	5 50	6 00
Parsnips, bag	0 60	
Parsley, Canadian, doz. bunches	0 15	
Peppers, 18 each basket	0 40	0 50

Potatoes—		
Montreal, bag	1 00	
New Brunswick, bag	1 15	
Sweet, hamper	1 40	
Spinach, Canadian, box	0 50	
Turnips, bag	0 50	1 00
Tomatoes, hothouse, lb.	0 18	
Pumpkins, doz.	1 00	
Squash, doz.	0 50	1 00
Vegetable marrows, doz.	0 40	0 50
Watercress, Canadian, doz.	0 30	

TORONTO

FRUIT. Business on the wholesale fruit market this week has been exceedingly dull for some reason or other. A few Canadian grapes are selling now, blues being in good demand and prices somewhat lower than our last quotation. The first Messina lemons of the season arrived this week and are worth anywhere from \$3.50 to \$4 a case. There was a big call as soon as dealers knew they were in. Apples are firm at quoted levels. Snows and spies are of good

enough quality, better than was anticipated. Prices are firm; snows are a trifle higher than last week's ruling. California late Valencia oranges are a trifle easier and we now quote \$3.50 to \$5.50, which is a big range; wholesalers are asking all sorts of prices, however. Pumpkins are down to 60 cents as a top price. Peaches are off the market now altogether. Canadian pears are lower on a poor demand. Pines are coming in more freely, and price is down a little.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	5 00
Apples, Spies, bbl.	3 00	5 00
Apples, 11-qt. basket	0 20	0 60
Apples, McIntosh Reds, basket	0 75	0 80
Bananas, per bunch	1 50	1 80
Cocoanuts, sack	4 50	5 00
Citron, dozen		0 40
Cranberries, bbl.	8 75	9 00
Grapefruit—		
Jamaica, case	4 25	4 50
Porto Rico, case	4 95	5 10
Grapes, Malaga, keg	5 00	8 50
Grapes, Tokay, case	2 00	2 25
Grapes, Emperor, keg	4 50	4 60
Grapes, Can., blue	0 08	0 15
Can. Red Rogers, 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	3 50	5 50
Jamaica, case	3 75	4 00
Lemons, new, box	4 00	4 50
Limes, per 100		1 50
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 40	0 50
Pineapples, Porto Rico	4 25	4 75
Plums, Canadian, large basket	0 20	0 35
Pumpkins, doz.	0 50	0 60

VEGETABLES.—There is comparatively little new on this market the past week. Boston head lettuce is selling freely and we quote a price of \$1.50 to \$1.75 for a case of two dozen. Potatoes have eased up a little, and our levels are about five cents lower than last week. Imported mushrooms find quite a big demand from high-class dealers. They are at a price beyond the ordinary man, however, \$2.50 to \$3 for six quarts. Onions are firmer and about ten to fifteen cents higher at \$1.30. Spanish remain unchanged; there is a big range in these, however. Cucumbers show no alteration. Cauliflower is worth anywhere from \$1 to \$2 a dozen. Celery remains unchanged with but an indifferent demand. General business, in response—as usual—to colder weather was better again last week.

Beets, Canadian, bag	0 60	0 75
Cabbage, new, doz.	0 30	0 40
Carrots, new, bag	0 65	0 75
Cauliflower, 11 qts.	1 00	2 00
Celery, doz.	0 15	0 25

(Continued on page 39.)

FISH AND OYSTERS

Halibut Showing Signs of Scarcity

Now is the Transition Time—Fresh Fish Getting Scarcer; Frozen More Plentiful—Pickled Fish Movement Now Under Way.

MONTREAL

FISH.—Trade is now in one of its transitory stages, when fresh fish gets scarce and frozen fish is just coming in. This year, due to the exceptionally fine weather, the fresh fish season has lasted longer than usual; in fact, though it is late in the season, good supplies of lake fish are still promised for this week. Of course, quite a lot of frozen fish will go into consumption. Ground fish from the East is still pretty scarce, but indications point to a bigger volume being available from now on. Fresh haddock has gone up as high as 7c per lb. this week, and there are some products of haddock and cod, such as haddies and fillets, which are unobtainable. Fresh halibut from the West is also showing signs of scarcity. We hear of three steamers of one of the biggest firms operating on the Coast, with a catch of only 22,000 lbs., which means a big loss to the firm, and indicates a great scarcity of fish. Prices of halibut have advanced ½c per lb. this week. In lines of pickled and salt fish, a good movement is on foot now, as the country trade has started to stock before the close of navigation. In a general way, there does not seem to be any surplus, and prices have all along maintained a pretty high level. Trade in oysters, bulk and shell, is very satisfactory, the demand being pretty active, and prices are comparatively easy. In smoked and prepared fish there is a steady demand, and supplies not being over plentiful, means a steady price.

TORONTO

FISH AND OYSTERS.—This market seems to have been pretty stagnant last week, and we record no price changes whatever. Ranges, in the case of one or two lines, are wider, but outside of that there is little new. More and more frozen stuff is coming, and it is beginning to sell now as stock of fresh stuff gets lower and lower. Whitefish is still to be had in small quantities and at outrageous prices. Salmon still keeps high and firm, with a good demand. There has been a noticeably better demand for

smoked lines this last few days; haddie and ciscoes being ordered both oftener and in larger quantities. There are no price changes. Oysters have had a good sale too; hotel and restaurant trade keeps up, and is a good stand-by.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07 ½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07 ½-.08	.09 ½-.10
Haddies, fillets, per lb.10	.12
Haddies, No. 6, boneless, per lb....	.09
Herring, Ciscos, baskets	1.50
St. John bloaters, 100 in box	1.10	.25
St. John bloaters, per box60	1.00
Yamouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box14
Smoked herrings, medium, box15
Smoked boneless herrings, 10-lb. box	1.40
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.20	.15-.17
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.13	.13
Red, steel heads, per lb.12	.11-.12
Red, sockeyes, per lb.12
Red Cohoes, dressed, lb.10	.10 ½
Red Cohoes or silvers, per lb.09-.09 ½	.12
Pale qualla, dressed, per lb.07-.07 ½	.08
Halibut, white western, large and medium, per lb.09 ½-.11	.10-.12
Halibut, eastern, chicken, per lb.10	.12
Mackerel, bloater, per lb.07 ½-.08	.12
Haddock, medium and large, lb.04 ½-.05	.06
Market codfish, per lb.04	.06
Steak codfish, per lb.05 ½-.06	.08
Canadian soles, per lb.06
Blue fish, per lb.15-.16
Smelts10	.12
Herrings, per 100 count	2.00	3.00
Round pike06
Grass pike06 ½
Swordfish, lb.09

DRIED AND PREPARED FISH.

Dried Haddock	6 00	7 50
Dried codfish, medium and small, 100 lbs.	5 50	6 00
Dried lake, medium and large, 100 lb.	5 50	6 00
Dried pollock, medium and large, 100 lb.	5 00	5 00
Dressed or skinned codfish, 100-lb. case...	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	6 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.....	0 12	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes. a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1.50
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each....	0 40	0 40
Sealed, best select, quart cans, each....	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malpeques, bbl.	8 00	9 00
Live lobsters, medium and large, lb.	0 35	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 —13	12 —14
Haddock, fancy, express, lb.	6 —6 ½	8
Mackerel, medium, each	14 —15
Steak, cod, fancy, express, lb.	5 ½—6	6
Herrings	3	3
Flounders	5	9
Salmon, Western	15 —16	19 —20
Salmon, Eastern	15 —16	16 —18

FRESH LAKE FISH.

Carp, lb.	0 09
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Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12	0 08
Eels, lb.	0 08	6 08
Dore	11—12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.08 ½-.09	.07-.08
Whitefish, small tubees, lb.06 ½-.06	.06
Lake trout, large and medium, lb.09	.10
Dore, dressed, round, lb.08-.08 ½	.09-.13
Pike, dressed and headless, lb.06 ½-.07	.07
Pike, round, per lb.05 ½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 07 ½
Scotch herrings, imported, half bbl.	7 50
Holland herrings, im'td milkers, lb.	8 50
Holland herrings, im'td milkers, kegs.	0 95	85—1 00
Holland herrings, mixed, half bbls.	7 50
Holland herrings, mixed, kegs	0 85	70—0 95
Lochfyne herrings, box	1 35
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	8 00	10 00
Green cod, No. 2, bbls.	6 00	8 50

WINNIPEG

FISH AND POULTRY.—Not without interest is the following on the Western fish trade: "Seventeen earloads of fresh fish left Prince Rupert Thursday for eastern points. Twelve cars made up a special train, and five cars were on the regular Grand Trunk Pacific train. Superintendent Frank Norman, of the Canadian Express Company, states that it is about the heaviest shipment they have yet had. The cars are going to Montreal, Toronto, New York, Boston and Chicago, a good portion going east over the Transcontinental. During October sixty cars were shipped from Prince Rupert and in September seventy cars. Many of the United States fishing boats that have been using Seattle are now unloading at Prince Rupert."

There is good authority for stating that special retail establishments for distributing coast fish will shortly be in operation in Winnipeg.

Fresh salmon	0 12
Fresh halibut	0 09
Pickled	0 07 ½
Steak cod per pound	0 07 ½
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08 ½
Kippers, per box	1 75
Lake trout, per lb.	0 11



PRODUCE AND PROVISIONS



Hog Products Firmer

Higher Quotings in Lard, Backs and Bacon—Butter Steady—New Laid Eggs Climb Higher—
Cheese Firmer Again—Higher Prices on Some Markets—Weather Against Good
Poultry Movement.

MONTREAL

PROVISIONS.—Deliveries of hogs are not as large as is usual at this time of year, and owing to continued demand from Great Britain on Wiltshires, holdings of pork products are limited. All lines of meat products are in demand, especially pure lard, supply of which is not quite sufficient to fill present requirements. The market on shortenings has advanced again this week, owing to higher prices on crude oil. Prices on the latter have been advanced $\frac{1}{4}$ c. Our prices on barrelled pork and backs have also been advanced this week.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 23	
Peameal	0 23	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 23	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	27 00	
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14½	
Tubs, 50 lbs. net	0 15½	
Boxes, 50 lbs. net	0 14½	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10 lbs. tins, 60 in case	0 15½	
Cases, 3 and 5-lb. tins, 60 in case	0 16½	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs. net	0 11½	
Tubs, 50 lbs. net	0 11½	
Boxes, 50 lbs. net	0 11½	
Pails, wood, 20 lbs. net	0 12	
Pails, tin, 20 lbs. net	0 12	
Cases, 10-lb. tins, 60 in case	0 13	
Cases, 3 and 5-lb. tins, 60 in case	0 13½	
Bricks, 1 lb., each	0 13½	
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—Receipts this year have at last caught up to those of 1914, but there is not as much held in Montreal storage houses as there was a year ago to-day, owing to the fact that large quantities have been exported to the British market. The buying price is a little lower than it was two or three weeks ago, but quality of the butter arriving is not equal to that of September, which is

only natural at this time of the year. The price of finest creamery is unchanged this week.

Butter—	
Finest creamery	0 34
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers	0 23

CHEESE.—The market during the past week has been erratic, the highest point reached being at Brockville, where 17c per lb. was paid. It is rumored that considerable buying is being done by the war office; and as the producing season is nearly over, it would not take much export business to produce a very high market. As it is to-day, inquiries for cheese are coming in better than for the past few weeks, and exporters are finding it easier to secure business, even at advanced prices.

Cheese—	
Old make	0 20
Stilton	0 19
New make	0 18 0 18½

EGGS.—Receipts of new laid or eggs from country storekeepers, are practically nil. The demand for eggs is good. A good trade is being done by city wholesale houses with out of town places who, up to a week ago, had enough fresh eggs to supply their trade. During the past week there have been a number of inquiries over the cable, and indications are that fairly good prices would be paid for first quality Canadian eggs. The price of new laid remains at 42c.

Eggs, case lots—	
New laid, stamped	0 42
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—With the arrival of cooler weather, deliveries of poultry will increase rapidly. There is any amount of poultry in the country, but the weather has been so fine, farmers have not taken the time to market it. They will, no doubt, do so as soon as the weather is cold. There is a shade improvement in the quality of poultry arriving so far. It is a little early to market turkeys, as they are not quite fat enough. Prices on the latter have dropped to 20-22c. Prices on live fowl are steady; small fowl are a drug on the market. No

line is really brisk, business being rather quiet.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 55
Fresh stock—		
Turkeys	0 20	0 22
Fowl, large	0 17	0 19
Fowl, small	0 17	0 15
Roasting chicken, milked, 4 lbs. or over	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 76	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 12	0 13
Turkeys	0 17	0 18
Ducks	0 16	
Geese	0 12	0 13
Chicken	0 13	0 14

HONEY.—Supplies are coming in freely, and there is a fair demand. Prices are the same as for the past two or three weeks.

Honey—		
Buckwheat, tins	0 08	
Strained clover, 50-lb tins	0 10½	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11½	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

Receipts in Montreal

	Butter	Cheese	Eggs.
	Cases	Cases	Cases
Week ending Nov. 6, 1915.....	7,551	49,300	20,425
Week ending Nov. 7, 1914.....	4,287	31,087	18,310

TORONTO

PROVISIONS.—A number of the hog products show an upward tendency this week, particularly backs, plain and boneless, breakfast bacon and pure lard. The advance in the latter is about three-quarters of a cent all round. The trade knows that packers have been curing more for the export market this year, and this has led to less available stocks for the domestic supply. They are behind on some of the cures. At the beginning of the week live hogs advanced 10c at the Union Stock Yards to \$8.85 and \$8.95, fed and watered.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18½	0 19
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 22	0 24
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13½

CANADIAN GROCER

Cooked Meats—		
Hams, boiled, per lb.	0 25	0 25
Hams, roast, per lb.	0 25	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 13 1/2
Tubs, 50 lbs., per lb.	0 13 1/2	0 13 1/2
Pails, 50 lbs., per lb.	0 13 1/2	0 14
Tins, 3 and 5 lbs., per lb.	0 13 1/2	0 14
Dricks, 1 lb., per lb.	0 13 1/2	0 14 1/2

Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10 1/2
Tubs, 50 lbs., per lb.	0 11	0 11 1/2
Pails, 20 lbs., per lb.	0 11 1/2	0 12 1/2

Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—For some reason or other the butter market is on the quiet side this week, with no price changes. This may be due to the fact that the open autumn has permitted the cattle to continue their grazing on good pasture, and, therefore, has tended to a continuous good flow of milk. Dairy butter is, however, on the scarce side owing to the good prices farmers are getting for milk at the cheese factories.

Butter—		
Creamery prints, fresh made	0 31	0 33
Separator dairy, choice	0 28	0 32
Dairy prints, lb.	0 26	0 28
Bakers'	0 22	0 23

CHEESE.—The cheese market continues to show firmness. Wholesalers this week have advanced the prices a shade, large being quoted at 17c and 17 1/4c, which is 1/4c per pound above quotations of last week. Twins also are listed 1/4c higher than before. This is due to the export demand. On account of these splendid prices for cheese factories through the province are remaining open longer than usual. As one wholesale provision dealer put it: "Cheese at 16c is better for the farmer than butter at 30c."

Cheese—		
Large, per lb.	0 17	0 17 1/4
Twins, per lb.	0 17 1/4	0 17 1/2

EGGS.—New-laid eggs are exceedingly scarce on the wholesale market, because they are difficult to get. The few that country town merchants are getting in find a ready sale among those who have the money at home, so the wholesalers are not getting many of them. The general price to the trade is from 45c to 48c per dozen, but one dealer states he can readily get 50c for all he can supply. Storage stock is moving rapidly.

Eggs—		
New laids, specials in cartons	0 45	0 48
Extras	0 33	0 35
No. 1, storage	0 30	0 31
No. 2, storage	0 25	0 26

POULTRY.—Chickens are in good demand, but the weather is against a good healthy movement in all lines of poultry. When the cold weather sets in, poultry will begin to move livelier. A number of price changes have been made since a week ago.

Poultry—	Live.	Dressed.
Old fowl, pound	0 08—0 10	0 13—0 15
Spring broilers	0 15—0 16	0 18—0 20
Old turkeys	0 12—0 13	0 15—0 14
Ducklings	0 09—0 10	0 17—0 18
Turkeys	0 15—0 16	0 21—0 22
Chickens	0 10—0 12	0 15—0 18

HONEY.—Some honey is coming in from the country, but the movement is

on the whole quiet. Quotations on comb variety are higher.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10 1/2
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/2
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

WINNIPEG

PRODUCE AND PROVISIONS.

Eggs and butter are strong on light receipts and rapidly advancing in price. Lard is also up, notwithstanding easier prices in the live hog market. There is a good demand for cured meats and the provision market is generally firm with an upward tendency.

Hams—		
Light, per lb.	0 15	0 17
Medium, per lb.	0 15	0 17
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 17	0 20
Dry Salt Meats—		
Long clear bacon, light	0 12	0 13
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	
Lard—		
Tierces	0 13 1/2	
Pails	2 87	
Cases, 5s	8 77	
Cases, 3s	8 85	

BUTTER.

Butter—		
Creamery	0 32	0 34
Rest dairy	0 19	0 25
Cooking	0 12	0 15

EGGS.

Eggs—		
No. 1 fresh	0 28	0 30
Straight receipts	0 30	0 32

CHEESE.

Cheese—		
New, large	0 17	
New, twins	0 17 1/4	

FRUIT AND VEGETABLES

(Continued from page 36.)

Cucumbers—		
Hothouse, doz.	1 75	2 50
Egg plant	0 20	0 30
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, case	3 75	4 00
Lettuce, Boston, head	1 50	1 75
Mushrooms, imported, 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 25	1 40
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, Canadian, 11 qt.	6 30	0 40
Turnips, bag	0 45	0 50

WINNIPEG

FRUITS AND VEGETABLES.

Trade generally is quite up to expectations. There is keen competition in the apple market with box apples, both Western and Eastern, leading features. Merchants are making great displays of these goods and the apple barrel is soon going to be relegated to the past, at least in Winnipeg. Ontario box apples are decidedly popular. A new price list of vegetables is appended. Fruits are steady.

Fresh Fruits—		
Ontario apples, bbls.	4 00	5 00
Ontario grapes, per basket	0 27	0 27
Ontario pears, per basket	0 40	0 60
Tokay grapes, case	2 50	2 50
Valencia orange, case	6 00	6 75
California lemons	5 00	5 50
Cocanuffs, dozen	1 00	1 00
Plums, case	0 75	1 10
Bananas, bunches	2 80	3 50
Cranberries, Cape Cod, bbl.	11 00	

Vegetables—		
Onions, per dozen	0 30	
Cabbage, per lb.	0 01	
Peppers, per basket	0 75	
Mushrooms	0 50	

Carrots, per lb.	0 01
Turnips, bushel	0 45
Manitoba potatoes, local loads	0 55
Manitoba potatoes, sacked, carloads	0 50
Cauliflower, per dozen	2 00
Garlic, per lb.	0 25
Squash, per lb.	0 11
Pumpkins, per lb.	0 04

STANDARDIZING THE EGG

Three general classes for eggs are provided under the standards prepared by the Live Stock Branch of the Department of Agriculture at Ottawa. They are as follows: "Fresh gathered," "Storage," and "Cracked and Dirties." Four grades are provided in the first class, three in the second, and two in the third.

The grades in the "Fresh Gathered" class are "Specials," "Extras," "No. 1's," and "No. 2's." The grade "Specials" is omitted from the "Storage" class, and both specials and extras from the class for "Cracked and Dirties."

"Specials" according to the standards are eggs of uniform size weighing over 24 ounces to the dozen or over 45 pounds net to the 30-dozen case; absolutely clean, strong and sound in shell; air cell small, not over 3/16 of an inch in depth; white of egg firm and clear and yolk dimly visible; free from blood clots.

"Extras" are eggs of good size, weighing at least 24 ounces to the dozen or 45 pounds net to the 30-dozen case; clean, sound in shell; air cell less than 3/8 of an inch in depth; with white of egg firm, and yolk slightly visible.

"No. 1's" are eggs weighing at least 23 ounces to the dozen or 43 pounds net to the 30-dozen case, clean, sound in shell; air cell less than 1/2 inch in depth; white of egg reasonably firm; yolk visible but mobile, not stuck to the shell or seriously out of place.

"No. 2's" are eggs clean; sound in shell; may contain weak and watery eggs and eggs with heavy yolks, and all other eggs sound in shell and fit for food.

Retailers in order to protect themselves in the matter of purchasing eggs should acquaint themselves with these standards and the above definitions of the grades. Only by creating a demand for certain grades of eggs will the supply be forthcoming, and the demand can come only with a thorough knowledge on the part of the retailer and consumer as to what constitutes the various grades. It has also been frequently suggested that since the adoption of the standards consumers generally, in order to safeguard themselves, would do well to insist that all eggs as offered for sale be labelled in accordance with their proper grade.

Producers, too, should more systematically grade their eggs before marketing, and knowing definitely what they have in hand, thereby be in a better position to demand a price commensurate with the quality supplied.



FLOUR AND CEREALS



Strength in Flour and Oat Products

Ten Cent Advance in Flour Last Week Maintained — Wheat About 14c Bushel Above Oct. 1 Price—Rolled Oats and Oatmeal at Higher Quotations — Feeds Steady and on Quiet Side.

MONTREAL

FLOUR.—Late last week, as announced by wire on this page, there was an advance of ten cents per bbl. on all lines of Manitoba flour. Since then, there has been an advance in the price of Ontarios, which are now quoted as follows:—Fancy patents, 5.75-6.00; 90 per cents in wood 5.25-5.50; 90 per cents. in bags, 2.40-2.45. The latter market still has an upper tendency, as all the mills in Ontario appear to have late contracts with New York for the whole of their November output. This has resulted in a scarcity. It is really the wheat market which has caused the price of flour to advance. In face of many advances in wheat, and the fact that prices of winter wheat flour are higher in New York, millers claim the above advances became necessary. New York is buying flour here for their export trade. With a strong Manitoba wheat market, a further advance of 10c may be confidently expected. It is understood that some of the mills were in favor of a 25c advance last week, but that the price was only advanced 10c in order to prevent what is known among millers as "the filling game," that is, the custom of travelers sending in last minute orders at old prices, in order to protect their customers. It is said to be the first change in the price of flour of only 10c which has taken place since the big mills began to control the market.

Manitoba Wheat Flour—			Per bbl. of 2 bags
First patents	5.95		
Second patents	5.45		
Strong bakers	5.25		
Flour in cotton sacks, 10 cents per barrel more.			
Winter Wheat Flour—			Per bbl. of 2 bags
Fancy patents	5.75	6.00	
90 per cent., in wood	5.25	5.50	
90 per cent., in bags	2.40	2.45	

CEREALS.—An advance took place in the price of rolled oats last week amounting to 5c per bbl. With the arrival of colder weather, the demand is improving considerably, although the demand for export is quiet.

Cornmeal—			Per 98-lb. sack
Gold dust	2.50		
Unbolted	2.45		
Rolled Oats—			98's in jute.
Small lots	45	2.35	
25 bags or more	90	2.30	
Packages, case			
Rolled oats in cotton sacks, 5 cents more.			

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	4.00
Hominy, per 98-lb. sack	2.75
Corn flour, bag	2.70
Rye flour, bag	2.80
Barley, pot	2.90

FEEDS.—Prices are ruling steady at the reduction made a week or so ago, and the demand is good. Lower prices need not be expected unless the demand falls off, or the output for some reason or other should be considerably increased.

Mill Feeds—	Per ton
Bran	21.00
Shorts	23.00
Middlings	27.00
Wheat moulee	29.00
Feed flour, bag	1.87½
Mixed chops, ton	31.00
Crushed oats, ton	32.00
Barley, pot, 98 lbs.	2.85
Oats, chop, ton	32.00
Barley chop, ton	31.00
Feed oats, cleaned, Manitoba, bush	0.55
Feed wheat, bag	1.70

TORONTO

FLOUR.—Since the advance of 10c per barrel in flour, announced last week, there has been no further change in quotations. As repeatedly stated on this page, the flour market is a difficult one to gauge at the present time, in so far as the future is concerned, and just what the next move will be is hard to say. However, the trade should remember that since the 1st of October the Winnipeg cash price of wheat has advanced some 14 cents per bushel. This naturally meant a firmer flour market. An advance of 14c on wheat is equivalent, millers say, to some 70c on a barrel of flour, but it should be understood that the millers did not follow the rapid drop in wheat during August. It is to be assumed that wheat and flour prices are now pretty much on a parity with one another. The 10c advance on flour last week showed the tendency of the market.

Manitoba Wheat Flour—			Small lots.	Car lots.
First patents	5.95	5.85		
Second patents	5.45	5.35		
Strong bakers	5.25	5.15		
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.	5.00	4.40		

CEREALS.—With the approach of winter and a better demand for rolled oats, this market is strengthening. Probably the chief cause in the firming up of

rolled oats and oatmeal has been the injury to Ontario oats by the continued wet weather during the harvest season. So much is this the case that one large mill at least is grinding only Western oats, not being willing to take any chance on getting inferior quality. Prices from a week ago are marked up at least 10c per bag. The advance in the oat market is the direct reason. Several of the other cereals are also higher, including rolled wheat, rye, flour, etc.

Barley, pearl, 98 lbs.	4.00	5.00
Buckwheat grits, 98 lbs.		4.50
Corn flour, 98 lbs.	2.55	2.75
Commeal, yellow, 98 lbs.	2.25	2.40
Graham flour, 98 lbs.		2.50
Hominy, granulated, 98 lbs.		3.00
Hominy, pearl, 98 lbs.		3.00
Oatmeal, standard, 98 lbs.		2.85
Oatmeal, granulated, 98 lbs.		2.85
Peas, Canadian, boiling, bush		3.00
Peas, split, 98 lbs.		6.00
Rolled oats, 90-lb. bags		2.60
Rolled wheat, 100-lb. bbl.	3.30	3.50
Rye flour, 98 lbs.		3.00
Whole wheat flour, 98 lbs.		2.50
Wheatlets, 98 lbs.		3.25

FEEDS.—Because Ontario millers are busily engaged in grinding, feeds are fairly plentiful, and some mills have begun to accumulate supplies for the winter trade. The market for feeds can be described as steady, with no immediate prospects for a change. There is a good demand for bran, but shorts are quiet, and will be until after the New Year, when they are required more for feeding growing pigs. Bran, it should be remembered, is some \$6 a ton lower than it was some little time ago. The supply of feeds, referred to above, does not apply to the West. Reports from there indicate that they are going into immediate consumption.

Mill Feeds—	Mixed cars, per ton	Ton lots
Bran	20.00	21.00
Shorts	23.00	24.00
Middlings	25.00	26.00
Feed flour, per bag	1.50	1.55
Oats—		
No. 3, Ontario, outside points	0.39	0.40

WINNIPEG

FLOUR.—Heavy export sales of flour are reported during the last week. An advance is anticipated, but not yet announced.

Flour—	
Best patents	5.80
Bakers	5.30
Cleats	4.60
XXXX	3.50
Rolled oats, 80 lbs.	2.30
Oatmeal, standard and gran., 98 lbs.	2.70
Commeal	2.25

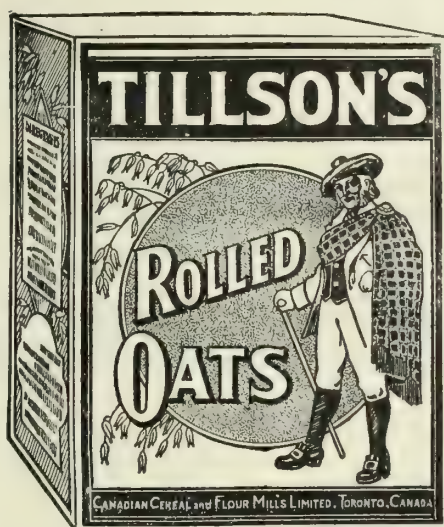


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TORONTO

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Dime	\$.95	\$.90
4-oz.	1.40	1.35
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WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
9 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars Per doz.

Strawberry, 1914 pack.....	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry..	2 10
Plum Jam	1 85
Green Gage plum stoneless.	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.	
8-oz.	2.55
12-oz.	3.85
16-oz.	4.90
2½-lb.	11.60
3-lb.	13.60
5-lb.	22.35

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE.

Keen's Oxford, per lb.....\$0 17
In 10-lb. lots or case 0 16
COUPON BOOKS—ALLISON'S
For sale in Canada by The
Eby-Blain Co., Ltd., Toronto; C.
O. Beauchemin & Fils, Montreal.
8¢, \$3, \$5, \$10, \$15 and \$20 All
same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books 0 03
For numbering cover and each
coupon, extra per book, ½ cent.

CEREALS.

Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. Per case 3 00

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. 3 00
Breakfast Food, 2 doz. to case, weight 85 lbs. 4 00
King's Food, 2 doz. to case, weight 95 lbs. 5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs. 3 75
Barley Crisps, 3 doz. to case, weight 50 lbs. 3 00
Flaked Rice, 3 doz. to case, weight 50 lbs. 3 00
Flaked Peas, 3 doz. to case, weight 50 lbs. 3 00

WHITE SWAN Per case

Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs. \$3 06

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.. 4 50
Perfection, ½-lb. tins, doz.. 2 40
Perfection, ¼-lb. tins, doz.. 1 25
Perfection, 10c size, doz... 0 90
Perfection, 5-lb. tins, per lb. 0 87
Soluble bulk, No. 1, lb..... 0 21
Soluble bulk, No. 2, lb..... 0 19
London Pearl, per lb..... 0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ¼'s, 12-lb. boxes, per lb..... 0 33
Perfection chocolate, 20c size, 2 doz. in box, doz... 1 86
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 6 90
Sweet Chocolate— Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes 0 36
Diamond, 8's, 6 and 12-lb. boxes 0 29
Diamond 6's and 7's, 6 and 12-lb. boxes 0 26
Diamond, ¼'s, 6 and 12-lb. boxes 0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz..... 1 00
Chocolate Confections. Per lb.
Maple buds, 5-lb. boxes.... 0 28
Milk medallions, 5-lb. boxes 0 28
Chocolate wafers, No. 1, 5-lb. boxes 0 32
Chocolate wafers, No. 2, 5-lb. boxes 0 27

Lantic Sugar

—the Absolutely Pure

CANE SUGAR

Put up—for your greater profit
and convenience—in

Full Weight Packages

2 and 5 pound
sealed cartons

10, 20 and 100
pound bags



Tell Your Customers

that we will send them free copies of
our Recipe Book on receipt of the Red
Ball Trade-Mark, cut from the top of
the 2 or 5-pound carton.

Atlantic Sugar Refineries, Limited
MONTREAL

CUSTARD POWDERS

We are the Selling Agents for WHITE'S CUSTARD POWDERS and Jelly Crystals—

CUSTARD POWDERS IN THE FOLLOWING SIZES Doz.

6 oz. Tins (c/s 72)	\$.90
10 oz. Tins (c/s 72)	1.35
16 oz. Tins (c/s 36)	2.10

(VANILLA, LEMON AND ALMOND FLAVOURS)

Notwithstanding the extra cost of importation, we are maintaining the old selling prices, which are lower than most other lines. The quality is unquestionable, and we will appreciate a trial order.

JELLY CRYSTALS—ALL FLAVOURS—
Cartons 1 or 3 Doz., 90c per Doz.

Write, Wire or Phone at our expense: Adel. 1057, 941, 867

Warren Bros. & Co.
LIMITED
Queen and Portland Streets
TORONTO, ONT.

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits*. They are *known* for *quality*, and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.



AGENTS:
Wm. H. Dunn
Limited
Montreal

Dunn-Hortop
Limited
Toronto

Hamblin &
Brereton, Ltd
510 Ninth
Ave. W.
Calgary, Alta.

Hamblin &
Brereton, Ltd.
Edmonton,
Alta.

T. A. MacNab
& Co.
St. John's,
Newfound-
land.

CARR & CO. CARLISLE ENGLAND

Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90
JOHN P. MOTT & CO'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.	
BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 00
Jersey Brand, Family, each, 4 doz.	6 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small" each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.	
WHITE SWAN SPICES AND CEREALS, LTD.	
WHITE SWAN.	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 26
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	
MINTO BROS.	
MELAGAMA COFFEE.	
Ret.	Wheol.
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Tees packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 60 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	
MINTO COFFEE (Bulk.)	
M. Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 28
Packed in 25 and 50-lb tins.	
FLAVORING EXTRACTS.	
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.	
1 oz. bottles, per doz., weight, 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00
CRESCENT MFG. CO.	
CRESCENT MAPLEINE.	
Special Delivered Price for Canada.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 36
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 80
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each \$10	7 50
Gallons, each, retail each \$18	14 50
GELATINE.	
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10
W. CLARK, LIMITED, MONTREAL.	
Compressed Corned Beef, 1/4s. \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$13.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.80; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.00; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65; 2s, \$3.75.	

Oval

APPLE Picking BASKETS

$\frac{1}{2}$ Bushel and $\frac{3}{4}$ Bushel

Prompt Shipments.

ORDER NOW.

Walter Woods & Co.

Hamilton - Winnipeg

Fish and Oysters

We solicit a trial order for your **Fish and Oysters** this week. We want you on our list of steady customers and can assure you that the quality of our goods will please you.

If you are not receiving our Price List **Write Us.**

Oysters, Haddies, Ciscoes, Bloaters, Kippers, Smelts, Fillets, Digby Herrings, New Labrador Herrings. Oysters, Solid Meats, 1s, 3s and 5s.

Don't forget we are the largest importers Foreign Fruits, Malaga Grapes, Nuts, Oranges, Dates, Bananas, Lemons, Apples, Etc.

White & Co., Limited

TORONTO

Branch at Hamilton

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.

OWEN SOUND, ONT.

New Messina Lemons

Due November 1st
Order ahead these brands:

"St. Nicholas"
"Queen City"
"Puck"
"Kicking"

They will be among the first arrivals.

J. J. McCabe

Agent
TORONTO



Dealers who handle White Swan Products, which are guaranteed with a Government Warranty, can welcome the Inspector when he calls.

Take a look at White Swan quotations in the List of Proprietary Articles on page 42 of this issue.

White Swan Spices and Cereals, Limited

156 Pearl Street, Toronto, Ontario

Sliced Smoked Beef, glass, $\frac{1}{4}$ s, \$1.25; $\frac{1}{2}$ s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, $\frac{1}{4}$ s, \$1.20.

Ham and Veal, $\frac{1}{4}$ s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, $\frac{1}{4}$ s, 50c; $\frac{1}{2}$ s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, $\frac{1}{4}$ s, \$1.25.
Ox Tongues, tins, $\frac{1}{4}$ s, \$2.40; 1s, \$5.00; $\frac{1}{2}$ s, \$8; 2s, \$10.
Ox Tongues, Glass, $\frac{1}{4}$ s, \$9.75; 2s, \$12.
Mincedmeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., $\frac{7}{8}$ c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter—Glass Jars, $\frac{1}{4}$, 95c; $\frac{1}{2}$, \$1.40; 1, \$1.85.
50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.

Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork & Beans, Plain Tails, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Individuals 50c doz.
Pork & Beans, Tomato Sc. Tails, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Individuals 50c doz.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.

Individuals 50c doz.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.

Vegetarian Baked Beans, Tomato Sauce, Tails, \$1.15.
Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
Spaghetti with Tomato and Cheese, 1s, \$1.30 a doz. and
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, 5 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 50 btles., 8 00
cs. 8 00

NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. \$9 00

IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6 doz., splits, doz. 0 95

Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
Club Soda, Trayders, cs. 6 doz. splits, doz. 0 95

BLACK TEAS.
Victoria Blend, 50 and 30-lb. tins, lb. 0 38
Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS.
H. L., ch., 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30

COFFEES.
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32

Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.
Miller of Milwaukee, cs. 2 doz., cs. 4 25
Miller of Milwaukee, brl. 8 doz., brl. 16 20

BOAR'S HEAD LARD COMPOUND.
N. K. FAIRBANK CO., LTD.

Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 5 lbs., 12 to case .. 0 11½

Cases, 3 lbs., 20 to case .. 0 11½
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD.
COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., $\frac{1}{4}$ -lb. \$1 60
D. S. F., $\frac{1}{2}$ -lb. 2 90
D. S. F., 1-lb. 5 70
F. D., $\frac{1}{4}$ -lb. 0 90

Per jar
Durham, 4-lb. jar 0 95
Durham, 1-lb. jar 0 31

JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.

Raspberry 0 14
Strawberry 0 14
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price.

SPICES.
WHITE SWAN SPICES AND CEREALS, TORONTO.

Dredge
Caustic 4oz
Round Pkgs
Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c. 0.90 0.90

Cayenne 0.90 0.90
Celery Salt
Celery Pepper
Cinnamon 0.90 0.90
Cinnamon, 1 oz. Bag-ots, 45c. 0.90 0.90

Cloves 0.90 0.90
Curry Powder 0.90 0.90
Ginger 0.90 0.90
Mace
Nutmegs 0.90 ..

" Whole, 5c. Pkgs., 45c.
Paprika 0.90 ..
Pepper, Black 0.90 0.90
Pepper, White 1.10 1.10
Pastry Spice 0.90 0.90

Pickling Spice (Wind-down front) 0.75
Dozens to case 4 4
Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE.
Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 25
Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—
Boxes, Cents
40 lbs., Canada Laundry .. .06½
40 lbs., boxes Canada white gloss, 1 lb. pkg.06½

48 lbs. No. 1 white or blue, 4 lb. cartons07½
48 lbs. No. 1 white or blue, 3 lb. cartons07½
100 lbs., kegs, No. 1 white06½
200 lbs., btls., No. 1 white06½

30 lbs., Edwardsburg silver gloss, 1 lb. chrome pgs.07½
48 lbs. silver gloss, in 6-lb. tin canisters08½
36 lbs., silver gloss, 6-lb. draw lid boxes08½

100 lbs., kegs, silver gloss, large crystals07½
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½
40 lbs., Benson's Enamel (cold water), per case ... 3 00

20 lbs., Benson's Enamel (cold water), per case ... 1 50
Celluloid—boxes containing 45 cartons, per case 3 00

Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn07½
40 lbs. Canada pure corn starch (120-lb. boxes $\frac{1}{4}$ c higher.)06½

Casco Potato Flour, 20-lb. boxes, per lb.10
BRANTFORD STARCH.

Ontario and Quebec.
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.00
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs.00½

First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs.07½
Barrels, 200 lbs.06½
Kegs, 100 lbs.06½

Lily White Gloss—
1-lb. fancy carton cases 30 lbs.07½
1-lb.06
8 in case06

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

In buying **KETCHUP**

remember Upton's give 125
per cent. of ketchup value
for your dollar.

Try It and See

It is packed in standard
packages at popular prices.
Get it from your jobber or
write us if he cannot sup-
ply you.

The T. Upton Co., Limited
ST. CATHARINES

POTATOES

That are absolutely sound—free from
rot. The white varieties—Ask us to
quote you prices.

SPANISH ONIONS

Finest winter stock — Fresh arrivals
this week.

OYSTERS

Let us have a trial order from you. We
know the quality of our oysters will
satisfy you, and our prices are right.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH

and

NORTH BAY

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

2500 to 3000

Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car, 45,000 pounds.

A. M. TARRABAIN & BRO.,
9943-5 Whyte Ave. E., Edmonton, Alta.

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

McCASKEY ACCOUNT REGISTER—200 AC counts; perfect condition; used 6 months; complete with all supplies. Cost \$120.00; a bargain, \$85.00 cash. P. J. Lindenman, Platts-ville, Ont. (5-12)

WANTED

WANTED—FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. P. Harvey & Co., Windsor, Ont.

GROCERY BUSINESS IN LIVE TOWN OR city—turnover from \$12,000 to \$25,000. Would purchase property if suitable. H. E. Henry, 13½ Lyman Street, St. Catharines, Ont.

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EVERY MERCHANT WHO SEEKS MAXI- mum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

When writing advertiser kindly mention that you saw his ad. in this paper.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll

Ontario

EGG FILLERS

Our capacity is three times the total filler requirements of Canada

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"

Placido Costa & Co.

MESSINA BRANCH AT CATANIA

Agents for Canada Wanted

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.

143-153 University Ave., Toronto

Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO



Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

Connors Bros., Limited

Black's Harbor, N.B.



HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

DIGESTIVE.

SCOTTISH ABERNETHY.

ACADEMY CREAMS.

CREAMY CHOCOLATE.

OSBORNE.

RICH TEA.

SMALL PETIT BEURRE.

BELGIUM.

BUNTY CREAMS.

BUTTERETTE.

ROYAL SCOT.

"The Premier Biscuit of Britain." Finest wholemeal. The Scottish favourite.

Rich cream-filled short-bread biscuit.

Chocolate biscuit filled with cream.

The standard Old Country biscuit, delightful flavour. Popular Scottish tea biscuit.

Fine butter flavour.

Rich shortcake.

Butterfly shape, cream sandwich, almond flavour.

Light short-eating cracker.

Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 10 Vaudreuil St., St. Pauls Street East, Montreal

A "BIG HIT"!!

A DRESSY PACKAGE:—

A PALATABLE FOOD:—

A SCIENTIFIC FACTORY:—

HAS WON FOR

CANADA SOUPS

The Favor of the Trade and Consumer Alike.

Mr. Merchant and Manufacturers' Agents

Investigate!!!

5
Bowls
for
5
Cents



Increased Profits
Over All Foreign
Competitors.

Shun Foreign Trade
and
Buy Only-Made-in-
Canada Goods.

CANADA FOODS, LIMITED

IT SELLS BETTER

the second time.

That is because

MAPLEINE

once used is always used.



Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKLEY'S KNIFE POLISH

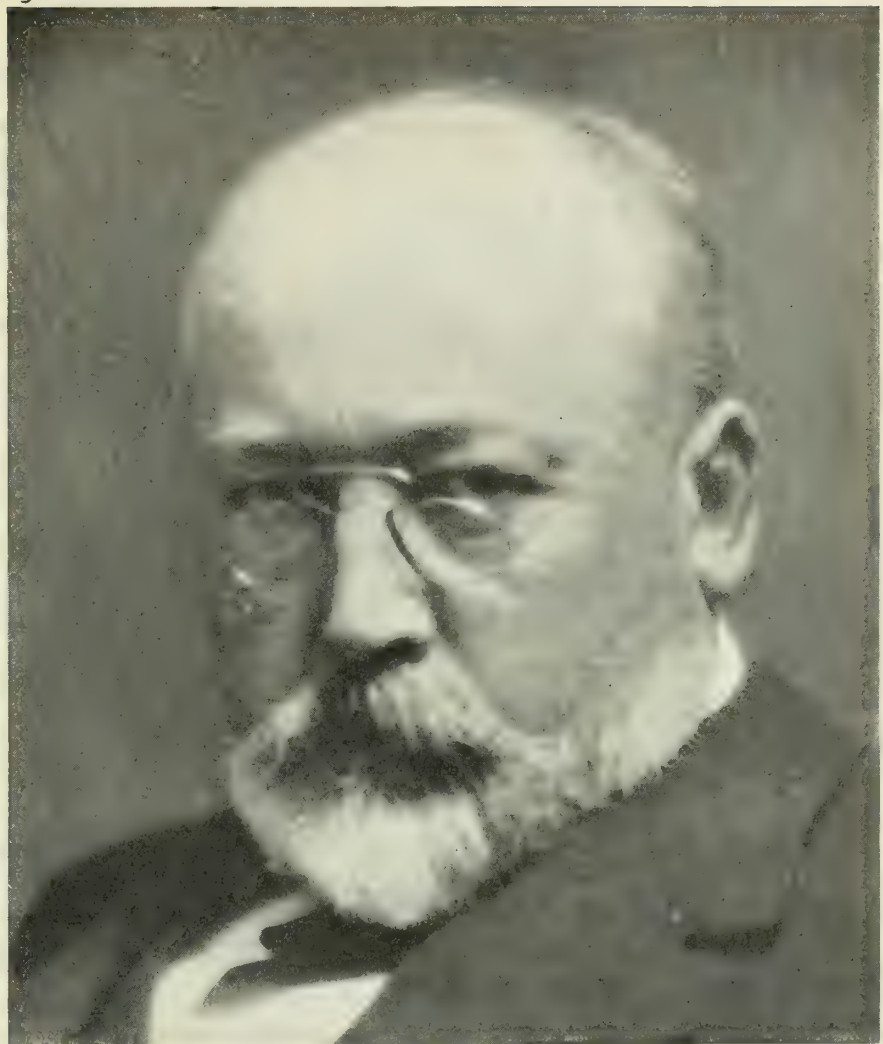
WELL-KNOWN



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.



"It has always been a profound belief of mine that the things which people regard as next to impossible are the easiest things to do. Consequently I have always set myself out to perform the next-to-impossible wherever I have run against it."

The Secret of Van Horne's Success

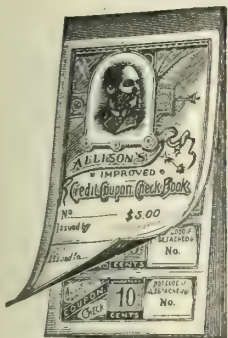
A splendid article by C. Lintern Sibley, on the life and success precepts of Sir William Van Horne in

November
MACLEAN'S MAGAZINE

The MacLean Publishing Company, Limited
143-153 University Avenue - - - Toronto, Ontario

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing for the GROCER, BUTCHER and BAKER. No charge accounts, no disputes; insure accuracy; save time in waiting on trade; save labor in bookkeeping.

THEREFORE
SAVE MONEY.

Write Your Jobber or

ALLISON COUPON COMPANY

532 East Market St.

Indianapolis, Indiana, U.S.A.

MENNEN'S

Talcums

Shaving Cream

Cream Dentifrice

THERE'S a world of difference between business you have to **make** and the kind that "just comes." The Mennen products fall into the latter class.

While you need to use constant selling effort to dispose of many of the goods in your store, Mennen's are widely advertised and well-known lines that have already **created demand**.

The mere display of Mennen products in your store is sufficient to effect sales.

Write and ask us about Mennen "Window Trims" and "Display Cards."

Made in Canada by Gerhard Mennen Chemical Company, Montreal

Selling Agents: Harold F. Ritchie Company, Limited, Toronto



How many women customers come into your store daily?

Now, just think, if you had a display of the

New "All-Canadian"
ALL-WOODEN

WASHBOARDS

(retailing at 20c) in your store, what a number of profitable and easy sales could result!

The prevailing prices of zinc and aluminum have put these materials out of the question for washboard purposes

The new "All-Canadian" fills the want thus created, and for all-round serviceability and wearing qualities, it equals the zinc or aluminum line.

The new "All-Canadian" will be the washboard of the future. Try the selling merits of a trial order.

Wm. Cane & Sons Co., Ltd.
NEWMARKET ONTARIO

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HOLDING CUSTOMERS



Interest in business is nursing each customer with care, getting him to come back to your store for future purchases, because you take an interest in him, because you are honest and know your business.

This has been our way always and to-day our list of thousands of customers is the best proof that it is the best policy.

If you are not already acquainted with our way of doing business, do so by asking our Sales Promotion Department to send you a sample of our "*Victoria*" Red Sockeye Salmon. The same extra fine quality under a Bright New Label.



LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers

584 St. Paul St. West

Montreal



It's Convenient to Carry Eggs in a Star Egg Tray

Put Yourself in the Place of the Housewife—Your Customer

What Would Your Impression of A Grocer Be at Receiving Eggs Cracked, Broken and Mussy?

Remember, for the time being you're the housewife. You have just placed a rush order for a dozen eggs. You are going to bake and need the whole dozen. The Grocer delivers the eggs in a paper box (a counter package). There's two broken. The balance of the dozen are all smeared and mussy. You have started the baking and need the eggs. The second one you break into your cake batter you discover is bad. It's too late, the egg is lost as well as your cake and all your labor.

An exaggeration! not by any means. It's an actual occurrence that's happening every day in hundreds of homes. Some of them your customers'. How is it to be prevented?

Star Egg Carriers and Trays

That's what they were designed and built for—to deliver eggs, absolutely without breakage as well as enable the grocer to candle his eggs right in the Carrier and thus be able to guarantee every egg he sells.

Incidentally *Star Egg Carrier* delivery costs only a fraction as much as any other known method, and it saves hours of valuable time each week.

Our printed matter will interest you. Send us your name and address.

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street, Rochester, New York



—and they are in Easy Reach in the Refrigerator



All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

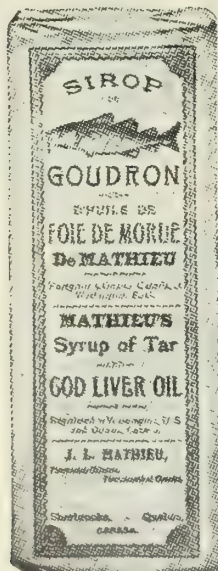
We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.



Pneumonia Days Coming

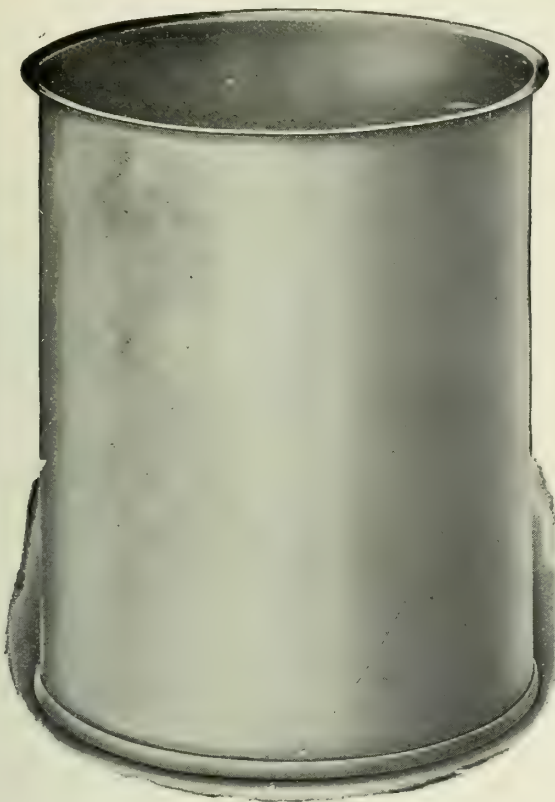
Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., *Proprietors*
SHERBROOKE, QUEBEC



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

TUCKETT'S ORINOCO



is the finest Old Virginia—not the tasteless, harsh weed that is often sold for real "Virginia" tobacco.

"Orinoco" is a really delightful blend that has a rich, mellow flavor and a fragrance that bespeaks tobacco goodness.

It is the kind that brings the man to your store for his tobacco supply. Cultivate this trade.

Order from your wholesaler.

TUCKETT, LIMITED

HAMILTON, ONTARIO

A "Made in Canada"
"SAUER KRAUT"

To the Retail Merchants of Canada:—

Dear Sirs:

We are now in a position to make deliveries of 1915 Pack Sauer Kraut of finest quality, in Sanitary Tins of the following sizes, namely: 2's, 2½'s, 3's and Gallons, also in bulk in 25 gallon barrels, or any other size required.

Our Canadian Sauer Kraut is fully guaranteed as to quality, and the price is right. It is packed by Canadians from the best variety of Cabbage grown in Canada.

Full particulars of prices and terms on application, or may be obtained through the Wholesale Trade.

Place your order now

Dominion Canners, Limited
Hamilton, Ont.

FEATURING—SELLING COLD WEATHER LINES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, NOVEMBER 19, 1915

No. 47

The biggest piece
of the best chewing
tobacco for the money

STAG

Chewing Tobacco

Attached to every piece is the unique premium coupon, which along with the AI quality and the unusual size plug make a big attraction to the tobacco user.

This is a great proposition for the retailer—a big help to more and better business.

Sold by all
Wholesalers

Note the
Premium
Coupon



Libby's Holiday Desserts

Libby's Sliced Hawaiian Pineapple

Libby's Moist Mince Meat

Libby's Mince

Libby's Plum Pudding

Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.

Distinction



—because

It is made from Pure Cane
In Canada's newest, modern refinery
Put up in handy, original packages
Automatically packed, weighed and
sealed

and for the reason

That thousands of housewives have
said

That Lantic Sugar is the best they
have used

We don't hesitate to tell you

That Lantic Extra Quality, Fine
Granulated is Distinctive.



**ATLANTIC SUGAR
REFINERIES, LIMITED**

MONTREAL

ST. JOHN

The Best Only

Choicest selected fruits
and raisins only bear the
Griffin & Skelley
brand

*—the brand of sterling value that
you can confidently count on.*

Our Seeded Raisins are a selection of the very finest
and best that California produces. There is
nothing on the market to equal the following
fancy brands—

Griffin's Premier

Griffin

Gold Bar

G. & S.

**CHOICE
GOODS**

Griffin's Choice are equal to many
others shipped as the finest.

Easter

Silver

Griffin's Selection

Dragon

Any or all of the Griffin Line you can unhesitatingly recommend.
Pushing them means a bigger, quicker and more profitable turnover.

Always the Best



A quick, profitable turnover—that's what Borden's bring you

The purity, quality, and reputation of the *Borden Lines* will prove a mighty big factor in the development of a really substantial and profitable turnover.

Borden Products are particularly profitable just now at the commencement of the social season.

Prominently displayed in your windows, shelves or sales counter, these reliable, economical and convenient food products will prove to be your best selling stock for winter business.

Are you a Borden dealer? If so, try what a good, effective counter display will do towards toning up business. If you are not yet acquainted with their selling value, connect up now. Get them before your customers and watch them move. Try them out to-day.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



SUN-KIST Seeded Raisins are NOT PACKED by any association or combination of growers or packers like thousands of other brands are. They ARE PACKED by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the WAY THEY SELL but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. ASK THEM

A "BIG HIT"!!

A DRESSY PACKAGE:—

A PALATABLE FOOD:—

A SCIENTIFIC FACTORY:—

HAS WON FOR

CANADA SOUPS

The Favor of the Trade and Consumer Alike.

Mr. Merchant and Manufacturers' Agents

5
Bowls
for
5
Cents

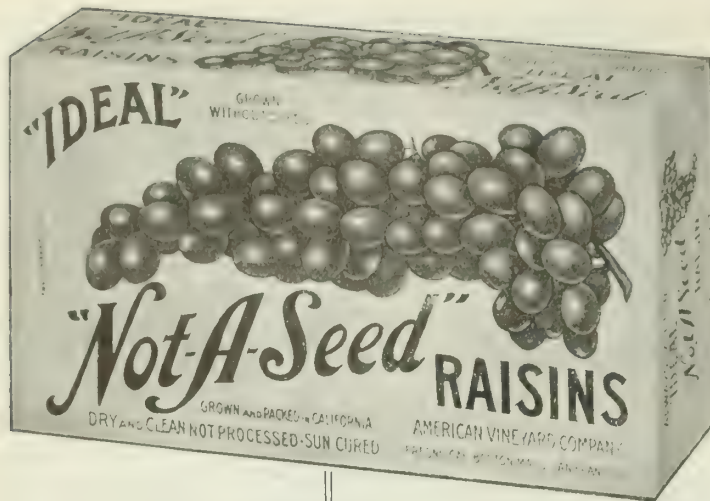


Investigate!!!

Increased Profits
Over All Foreign
Competitors.

Shun Foreign Trade
and
Buy Only Made-in-
Canada Goods.

CANADA FOODS, LIMITED
TORONTO, ONT.



11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins

"IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-
cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.

GOLD DUST



You can put GOLD DUST into
almost every order, if you'll just
mention it. You don't have to
"talk," our extensive advertising
keeps GOLD DUST so well
known the sales are waiting for
you.

THE N.K. FAIRBANK COMPANY
LIMITED **MONTREAL**

Do you sell
 "Canada First"
 Milk, or do you
 merely take
 orders for it?



Condensed—Best for Babies
 Evaporated—Best for Coffee

A FEW SALES TALKS

The housewife who has a little can of "Canada First" Milk in the pantry need not worry if the cream or milk runs short or sours. Always on hand, and always fresh and pure, "Canada First" meets every emergency.

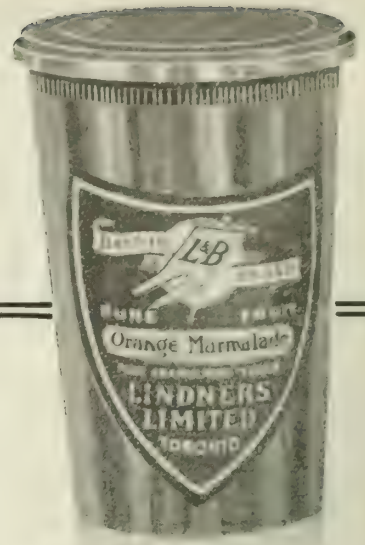
The sweet, rich, wholesome flavor of this milk has made it a big favorite wherever tried. In many city homes it has supplanted the raw milk, with its washy taste and sometimes none too certain quality.

In making up your displays of winter sellers, don't overlook "Canada First" Milk. To do so means a distinct loss of profit.

Feature this housewife's friend. Emphasize its suitability for winter drinks, social parties and the hundred and one other events of the social season.

Aylmer Condensed Milk Company
 LIMITED
 HAMILTON, CANADA

Mrs. "Hard-to-please" can always be satisfied in the Banner Brand Line



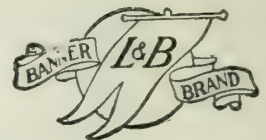
Banner Brand Jams and Jellies never fail to win the confidence of even the most particular housewife, because she knows from experience that nothing but fruits of the very first quality could possibly give Banner Brand Goods that delicious flavor which distinguishes them from all others. Dealers everywhere are strong for Banner Brand as a "good seller." Sell your customers "Banner" Brand Goods and cultivate that confidence which will mean repeat orders and increased profits.

STOCK UP TO-DAY.

Lindners Limited

BRAMPTON

ONTARIO



TWO CENTS PER WORD

You can talk across the continent for two cents per word
with a Want Ad. in this paper.



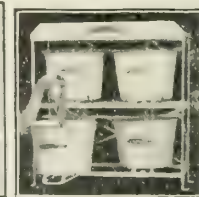
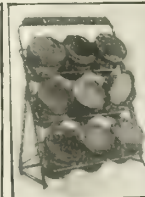
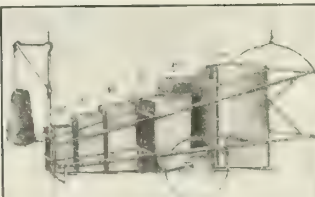
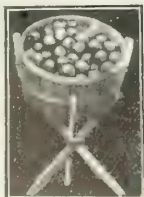
9-Jar Pickle Rack



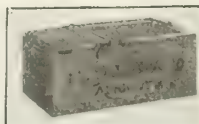
TRADE MARK

Sanitary Display Racks, Tops and Fixtures

MONEY AND REPUTATION MAKERS FOR STORES



Send for Complete Catalog and
Price List of Up-to-Date Patent-
ed Racks, Display Tops, Fixtures,
Adv. Premiums and Specialties.
LIVE CANADIAN AGENTS WANTED



Evan L. Reed Mfg. Co.
Dept. C.G.
STERLING, ILLINOIS



CLARK'S

CONCENTRATED SOUPS



prepared from only the
finest of materials and
guaranteed absolutely
pure.

MADE IN CANADA

and without a rival in either home
or imported Soups.

TOMATO	CHICKEN
CELERY	MOCK TURTLE
PEA	MULLIGATAWNY
VEGETABLE	SCOTCH BROTH
etc., etc.	



Ask your jobber for prices or send
us a post card, but STOCK NOW.

W. CLARK, Limited, Montreal



E.D.S. JAMS

*for the winter
breakfast*

What part of your patrons' breakfast are you supplying, Mr. Grocer?

Certainly no breakfast is well finished without the dish of jam, whether it's that good old grandmother style or the next best.

E.D.S. pure, wholesome jams are the real, old-fashioned kind, delicious, good — just the kind that our grandparents served in the days gone by, but well-remembered.

Added to the fine, rich flavor of the old-time jam, is an added quality which modern, improved factory conditions and location have made possible. There's no delay between the time the fruits are gathered in until they are preserved and sealed, ready for your patrons' breakfast or lunch.

Display E.D.S. Jams and Jellies and add your efforts to the momentum of business created by our consumer advertising and the natural growing tendency, the result of satisfied patrons.

STOCK UP FOR WINTER

PURE JAMS

Strawberry,
Cuthbert Red Raspberry,
Black Currant,
Black Raspberry,
Blackberry,
Columbian Red
Raspberry,
Cherry,
Pineapple Marmalade,
Red Raspberry and
Red Currant,
Red Raspberry and
Gooseberry,
Blueberry,

Greengage,
Grape,
Pear,
Peach,
Gooseberry,
Red Currant,
Red Plum,
Orange Marmalade.

PURE JELLIES

Crabapple,
Strawberry,
Grape,
Red Currant,
Red Raspberry,
Black Currant.



Check over this list. Order to-day.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

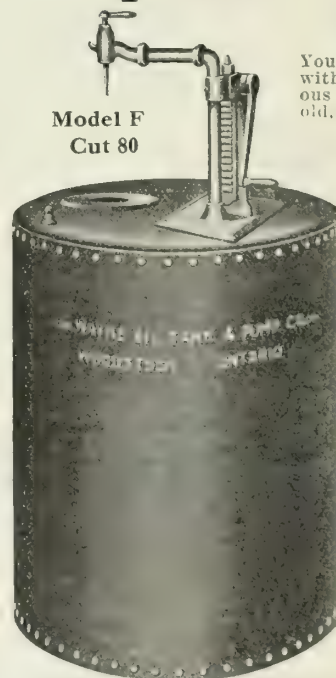
You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

Accurate, clean and profitable Oil Sales

Model F
Cut 80



You, doubtless, are quite familiar with the slopping, muss and serious loss entailed by the use of the old, obsolete methods of measuring oil. The

WAYNE Oil Tank

does away with all this. It measures accurately without any wastage, through dripping, or slopping over.

The Wayne system eliminates objectionable oil odors, and risk of fire. Thus it may be kept on the store floor right near your other stock without any risk whatever.

Don't worry along with that old profit-leaking Oil barrel. Install the Wayne—the only sensible way of selling coal oil.

Eastern Agents: C. F. Hohlstein, Montreal, Que.
Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

The Wayne Oil Tank and Pump Co., Limited
WOODSTOCK, ONT.

You will find it easy to do more business, make larger profits, and pay increased taxes when they come, if all the goods you handle have the attractive selling qualities of

GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.



Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory

Thamesville, Ont., Canada

More Than Ever in a Class by Itself

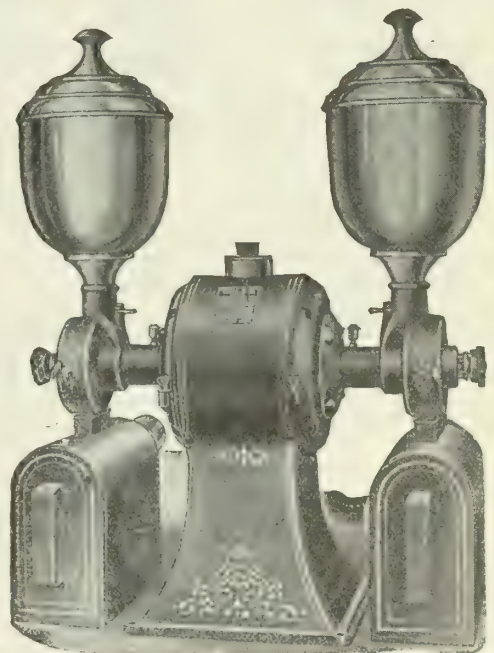
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Have you tried The New Crystal Diamond Syrup?

It's the finest cane syrup ever put
on the market.

Advertising is an insurance
policy against forgetfulness
Stopping an advertisement
to save money is like stop-
ping a clock to save time.
—it compels people to think
of you—Galveston News.

Bee Brand Products Produce Permanent Profits

The profits made on Bee Brand
Products are not the flash-in-the-
pan variety, but the solid, permanent
kind that builds up a bigger and
better business.

Bee Brand quality wins the esteem
of the most critical.

Try out a stock of Bee Brand Pro-
ducts and observe results.



The Bee Starch Co., Montreal



Satisfied Customers Recommend KNOX GELATINE to Their Friends

The real reason why *Knox Gelatine* is the leading seller is because of the satisfaction it gives women who use it. They like it because of its Purity, because it is easy to prepare, because each package makes two full quarts of delicious jelly, and because they have known it so long they can depend on it.

Such reasons make *Knox Gelatine* easy to sell, and the recipes we publish in our advertising also help. *Knox Gelatine* pays you a splendid profit, and it will pay you to

"MAKE KNOX YOUR GELATINE LEADER"

CHARLES B. KNOX COMPANY, Inc.

Johnstown, N.Y.

Branch Factory:—Montreal, Canada

ANNOUNCEMENT

Mr. F. J. White, formerly president of Minto Bros. Ltd., has disposed of his interests to Minto Bros. and this firm under new management will continue the business—retaining the same selling staff and also the services of Mr. T. S. Arnold, who for many years has been employed as expert Tea and Coffee Blender. The new firm will continue to control “Melagama” and “Minto” Brands in packages as well as “Syleen,” “Rosedale” and “Glendale” bulk Tea blends.

With increased capital and improved facilities to handle such lines your orders will receive better attention and you may look for improved values.

Should a representative not get around to you soon enough, kindly send in your orders by mail and it will go to the credit of salesman just the same.

MINTO BROS.

NOW AT—284 Church Street
Toronto, Canada

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
— Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

**You are losing money
on your cheese sales**

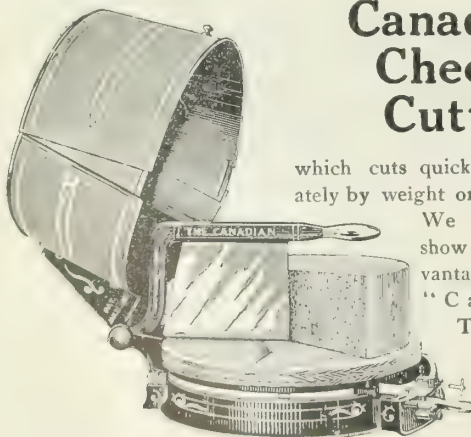
if you haven't got a reliable cutting machine. You can eliminate the risk of dissatisfying a customer and absolutely prevent loss through wastage, scraps, etc., by installing the

**Canadian
Cheese
Cutter**

which cuts quickly and accurately by weight or money value.

We would like to show you all the advantages of the "Canadian."

There is no obligation incurred. Ask us to-day.



The CANADIAN Open

The Computing Cheese Cutter Co.
WINDSOR, ONT.

**Where Condly's Fluid is Used Daily—
the Development of Contagious
Disease is Eliminated**

Condly's Fluid is a powerful disinfectant — an effective destroyer of germs yet very harmless.

It is non-poisonous and contains no permanganate of potash — safe where there are children, and does not need to be placed under lock and key, but kept where it is handy.

Over 100 years in use in European homes.

Order your stock to-day.

Condly & Mitchell, Limited, London, Eng.

Sole Agents for Canada :

Harold F. Ritchie Co., Limited, 10-12-14 McCaul St., Toronto

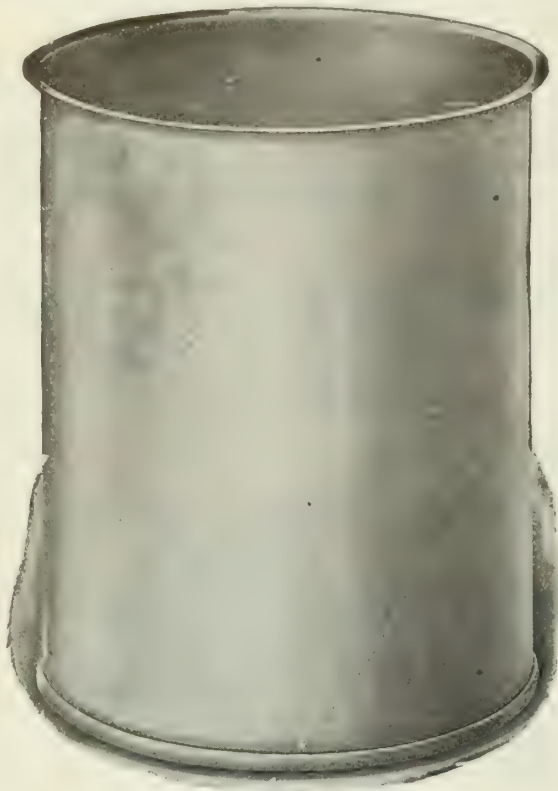
Printer's ink is creating
a new demand through-
out Canada for

JAPAN TEA

Its merits are being brought
to the attention of every tea
drinker in the Dominion,
from St. John, N.B., to Vic-
toria, B.C.

What share are you taking in
supplying the demand that's be-
ing built up?

Japan Teas are rich, pure and
wholesome. Order Japan's
best from your wholesaler.



Sanitary Cans

"The Can of Quality"

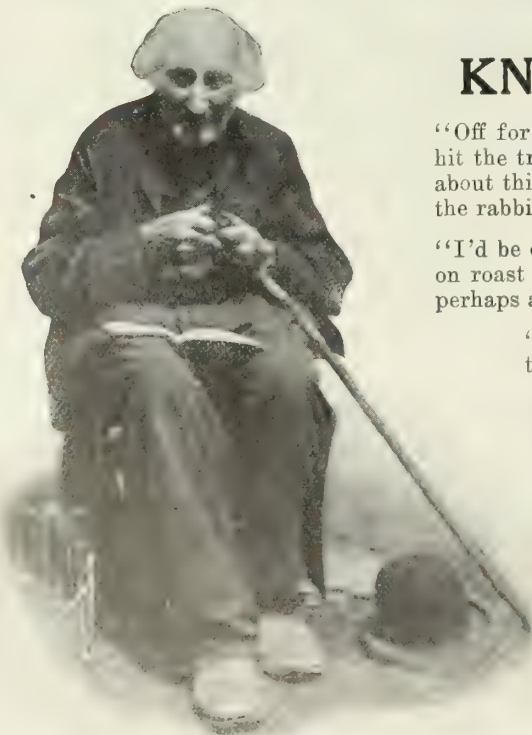
Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

No. 23



Clats with "Old Bill"

(Canada's 105-year-old Pioneer)

KNOCKING OFF FOR A HUNT

"Off for a hunt this morning, lad? If I was as young as you, I'd like to hit the trail too. When I was at my trade I always knocked off for a hunt about this time every year, and during the winter too, when you could track the rabbits and foxes well.

"I'd be out early in the morning and would stay all day, making my meals on roast squirrels and potatoes. A pinch of salt is all I would carry, and perhaps a few hard biscuits, in case of a scarcity of potatoes in the country.

"Oh yes, I'd have my chewing tobacco, but it wasn't as good as

King George Navy

"By the way, it's great the way the quality of that tobacco keeps up. So often, once a tobacco is established, it gets poorer; not so with King George."



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

"Is Good Tea"

You and all your customers know what brand it is

Very easy to sell a brand of tea so universally known
as "good tea."

It will pay you to ask every customer to try a package.

Don't Lose Sales

For quickly, easily and thoroughly cleaning and polishing hardwood floors, furniture, woodwork, pianos, automobiles, etc.

O-Cedar Polish

(Made in Canada)

has no equal.

Your customers know this, and are using it daily. Don't lose sales by being out of stock. Display it prominently and get your share of the sales.

ORDER FROM YOUR JOBBER

CHANNELL CHEMICAL CO., LTD.
369 Sorauren Avenue TORONTO

Here is the test that proves EUREKA Refrigerators perfect



Fill Refrigerator with ice, place wet matches in cooling room over night or from ten to twelve hours, when they will be found perfectly dry and can be ignited anywhere.

This proves beyond doubt that the Eureka Patent is as scientifically perfect as twenty-eight years of experience can make it.

The Eureka Refrigerator uses less ice than any other on the market—a point which should be noticed by every refrigerator user.

Materials used in the construction of the Eureka are specially selected for service, and sanitary qualities. Zinc, galvanized iron, and any filling of a moisture-absorbing nature are all carefully eliminated.

Thus contents are absolutely free from spoilage, while the improved display facilities of the Eureka tend to create bigger sales for the "Eureka" dealer.

Is your refrigerator a "Eureka?"

Eureka Refrigerator Company

31 Brock Ave. Limited TORONTO
REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Robinson's "Patent" Groats

*—the cereal food for
Young and Old Canada*

The winter weather is hard on weak constitutions and demands an easily digested, nourishing food for such.

Robinson's "Patent" Groats has a record which extends over the best part of a century, as a food which meets the requirements of infants, nursing mothers, the aged and invalids.

This sales builder should be in your counter displays and window exhibits right now. **Your wholesaler has it.**

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA



Our Greatest Success!

"CROWN BRAND" Corn Syrup in GLASS JARS

Grocers tell us that this is what they have always wanted —Some means of letting the customers SEE the quality of "Crown Brand" and of appealing to the many people who prefer glass containers, to tin.

Now—you can please all your trade with these quart jars which contain 3 pounds of syrup and are the best preserving jars made.

Order through your Wholesaler.

The Canada Starch Co., Limited

MONTREAL

CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 19, 1915

No. 47

Big Opportunity for Retailers

Sell Goods For Delivery Overseas to Friends in the Old Country or in the Trenches — What Some Large Retailers Are Now Doing—Instructions for Packing as Issued by the Post Office Department.

SOME of the large retail foodstuff firms are doing big business at the present time in putting up goods to be sent to the soldiers at the front and to friends in Great Britain. On this page will be observed reproductions of two newspaper advertisements along these lines. The top one, that of the Wm. Davies Co., features plum puddings for the boys at the front. As everyone can readily see, this will surely appeal to people in Canada whose sons, brothers, relatives or friends are at the front fighting for the integrity of the Empire.

The lower advertisement was used by Fraser-Viger Co., of Montreal, and a peculiar fact about it is that this firm used it in a Toronto paper. This advertises boxed apples for friends in the Old Country.

There should be a great deal more business along these lines. It remains for the retailer to make the suggestion, and he will surely find it will be adopted by a great many people. It is an "idea" that most people want nowadays to cause them to buy something they had not previously decided upon. It is a certainty that few will purchase unless the suggestion is presented to them in an inviting and vigorous manner. These two advertisements from two large firms doing a retail business offer a good point to other retailers. It should, of course, be plain that this business will only prove profitable when the retailer charges a sufficient margin to cover not only his regular cost of doing business, but the extra expense and trouble necessary to packing and sending off these goods.

It is also a certainty that there will be more Christmas presents in the foodstuff line this year than ever before. The times in which we are living have had the effect of educating people to give

where charity and comfort is most needed. This is going to mean a bigger business for the grocers between now and the festive season in December.

Another Canadian firm which has been going after this trade energetically is The Robert Simpson Co., of Toronto. This firm has installed a special department on the ground floor showing vari-

ous-sized Christmas boxes of foodstuffs at various prices which they are sending to the front from their London, England, office on order of people in Canada. In a recent advertisement in a Toronto paper they say: "The Robert Simpson Co. has arranged with its London office to supply the boxes mentioned below at what are practically London prices. These English boxes are put up in London and sent direct from there to the trenches. Each week-end boxes will be

ordered by cable and the order followed by letter, giving all addresses and instructions. We are glad to offer this good-will service to all who are remembering their loved ones, Canada's bravest sons, now at the front. Orders will be taken beginning with November 3, at circle surrounding centre staircase, main floor, where duplicates of the boxes soldiers will receive may be seen and inspected.

In the list of boxes they quote, two are for prisoners of war only. These are priced at \$1.50 and \$2.75. The first one reads as follows:

Box No. 1—One Wilts cheese, carton wheatmeal rations, 1 pkt. muscatels, tin corned beef, pkt. nut butter, tin cocoa and milk, 1 malt loaf bread.

The above case is forwarded by British Post Office free of charge.

The following box, No. 4, is priced at \$2.75:

Box No. 4—One tin digestive biscuits, 1 Christmas pudding, 1 tin C. & B. jam, 1 tin C. & B. marmalade, 1 tin sardines, 1 tin bivouac cocoa and milk, 1 tin bovril lozenges, 1 tin oxo cubes, 2 tins potted meats, 1 packet muscatels, 1 tablet soap, postage.

The highest priced box they quote is \$10.25. It is as follows:

Box No. 7—One tin bacon, 1 tin pressed beef, 2-lb. tin plum pudding, 1 tin



"A Christmas Pudding From Home"

WHAT a treat for your boy at the front to get a real Christmas Pudding from home! Can't you picture his delight at receiving such a welcome gift in time for Christmas Day! Why, he'll be just "tickled to death" You can't send richer, more delicious puddings than—

DAVIES' CHRISTMAS PLUM PUDDINGS

Every pudding perfect. Prepared and cooked under Government inspection. Packed in one-pound parchment-lined tins, hermetically sealed, so that the puddings will keep good indefinitely; seasonably labelled, and then enclosed in strong, light cartons for mailing, with postcard whereby your gift may be acknowledged to you when received.

So that Puddings may reach their destination in France in time for Christmas don't forget to ORDER AT ONCE. Delay may mean disappointment.

Cost of Puddings (Packed as Described (Ready for You to Mail))	Price 25c Each (Packed Ready for Mailing)	Prices Delivered to the trenches in France (Including Cost of Mailing)
1 Pudding 25c		1 Pudding 65c
2 Puddings 50c		2 Puddings \$1.00
3 Puddings 75c		3 Puddings \$1.45
4 Puddings 1.00		4 Puddings \$2.50

REMEMBER YOUR FRIENDS IN THE OLD LAND WITH A BOX OF CANADA'S FINE APPLES

We have purchased a large quantity of the very choicest Canadian Apples for shipment to all parts of England, Scotland, Ireland and Wales. Including—

Choicest No. 1 Ontario Northern Spys	in Boxes
Choicest No. 1 Ontario Baldwin	in Boxes
Choicest No. 1 Montreal Fameuse	in Boxes
Choicest No. 1 Montreal McIntosh Reds	in Boxes
Choicest No. 1 Golden Russets	in Boxes

NOTE—These Apples are all being specially packed for export purposes by thoroughly reliable parties, each apple being separately wrapped in paper, and the quality of the fruit is the very finest obtainable. SHIPPING: We will commence shipping about the 1st of November and would appreciate having your orders as early as convenient. All in former years. We have made arrangements to prepay all the charges on this side so that they can be delivered to any address in Great Britain and Ireland absolutely free.

Specially Selected Malpeque Oysters

FROM PRINCE EDWARD ISLAND.

Just to hand another fresh lot of the Genuine Malpeque Oysters from the best beds on the island.

Richmond Bay and "Curtain Island, medium sized Cup Oysters. For sale by the Barrel.

"McIlhenry's" Tabasco Pepper Sauce

The very finest Sauce obtainable, for serving with Oysters, etc.

Price only 20c per Bottle.

Fraser, Viger & Co., Limited

Italian Warehouse, 211 St. James Street, Montreal

Samples of newspaper advertising suggesting new opportunities for retailers.

fruit cake, 1 tin digestive biscuits, 1 tin mixed biscuits, 2 tins strawberry jam, 3 tins marmalade, 2 tins sardines, 2 tins salmon, 2 tins beef cubes, 2 tins fruit, 2 tins herring in tomato, 1 box soup tablets, 2 tins lemonade powder, 3 tins potted meats, 1 pkg. candles, 1 tin cheese, 1 tin butter, 1 pkt. muscatels and almonds, 1 tin coffee and milk, 1 tin cocoa and milk, 1 tin camp pie, 1 bottle pickles, 3 tablets soap.

At the same time sample boxes of these goods were shown in one of the Simpson windows.

Instructions on Packing Parcels

Parcels sent abroad require a higher standard of packing than is necessary in the Canadian parcel post, and this applies with even greater force to parcels for the troops. Those which are inadequately packed run great risk of damage or loss of contents. The Post Office Department gives the following advice: Thin cardboard boxes, such as shoe boxes and thin wooden boxes, should not be used; nor does a single sheet of ordinary brown paper afford sufficient protection. The following forms of packing are recommended:

- (1) Strong double cardboard boxes, preferably those made of corrugated cardboard, and having lids which completely enclose the sides of the boxes.
- (2) Strong wooden boxes.
- (3) Several folds of stout packing paper.
- (4) Additional security is afforded by an outer covering of linen, calico or canvas, which should be securely sewn up.

The address of the parcel should be written in ink on the cover, preferably in two places.

The address of the sender of the parcel should also be stated in order that it may be returned if undeliverable. The contents of the parcel should be stated in writing on the cover.

In the case of parcels sent to the Mediterranean Force, they should be very strongly packed. They should be as nearly round as possible, and well padded with shavings, crumpled paper, or similar protective material. The outer covering should consist of strong linen, calico or canvas, and should be securely sewn up. The use of wooden or metal boxes, with square corners, is undesirable, as parcels so packed are liable to injure other parcels in transit. No perishable articles should be sent, and anything likely to become soft or sticky, such as chocolates, should be enclosed in tins. Parcels merely wrapped in paper or packed in thin cardboard boxes, such as shoe boxes, cannot be accepted by the Post Office Department.

Traffic Department Opened

Retail Merchants' Association Has Expert to Analyze Freight Bills Sent in by Members—Fifty Per Cent. of Any Overcharge Goes Back to Merchant.

A NEW department has been opened by the Retail Merchants' Association of Canada at their head office in Toronto, which is proving a remunerative one for the members of the association. This is termed a "Traffic Department," and is in charge of J. W. Barrette who has had some 25 years' experience in the traffic departments of various railways.

Members of the association are urged to send in their freight bills no matter how old they are. The manager of the Traffic Department will go into them carefully to determine whether there are any overcharges or not. If an overcharge on a bill is found, the department collects it, retains 50 per cent. of the overcharge, and the other 50 per cent. goes back to the merchant. As these freight bills have in the majority of cases been filed away by the retailer, it is really found money to him if, upon investigation, it is found that the railway companies have made any overcharges and 50 per cent. of these come back to him. If the freight bills are found to be correct as made out, it costs him nothing as the service is given by the association to all its members.

Here is an example of how this works out: Recently a member secured four bags of vegetables, two of potatoes and two of turnips from an outside station. The weight of the four bags was 320 lbs., which at 50c per cwt. the freight was figured out by the railway company to be \$1.60. When this matter was taken up by the traffic expert of the Retail Merchants' Association, and analyzed, the freight on the four bags of vegetables was determined as follows:

Two bags turnips—120 lbs. at 50c per cwt.	\$.70
Two bags potatoes—180 lbs. at 41c per cwt.74
Total	\$1.44
Overcharge 16c.	

The freight man knew there should be a lower rate on the potatoes than on the turnips and the rebate of 16c was secured. Recently on a shipment of coal the overcharge was found to be some \$15 and overcharges are being found every day on other freight bills. The duties, too, of the manager of this department include the explaining to retailers how they can purchase their goods in order to save freight. For instance some things are better purchased in bags and others

in cases, etc., in order to get the lowest possible freight rate.

FRUIT SALES HEAVY THIS YEAR

ONTARIO retailers report generally a great increase in fruit sales during the past summer. Some record record seasons. This may have been partly due to the fact that fruit was generally plentiful, and that prices were reasonable, but from what Canadian Grocer can learn, a great deal was due to the extra interest taken in fruits by retailers in conjunction with the advertising campaign of the Department of Agriculture and the Niagara Fruit Growers.

J. Nott & Son, Dunnville, Ont., report that they sold more than double the amount of fruit this year than in any previous season. "We occasionally went through the fruit districts," writes Mr. Nott, "getting in touch with reliable growers and buying from the orchard, and we found the advertising of the Department of Agriculture and the Fruit Growers kept the customers informed when each variety of fruit was at its best. This got them to purchase at that time, and there were few looking for fruits weeks after they were off the market."

T. B. Cramp, Orillia, Ont., says: "The sale of fruit in Orillia was simply enormous this year. I never saw so much fruit sold in one season before. I usually sell a large quantity, but this year's sales were more than double any previous year. Of course, I did considerable advertising, and showed some attractive window displays, and occasionally on Saturday gave special prices."

Peter Hutchison, Bracebridge, Ont., writes: "We had a considerable increase in fruit sales this year, especially in peaches and pears. No doubt the advertising done by the Department of Agriculture and the Niagara Fruit Growers helped us considerably, but we aimed to supplement this by advertising ourselves in our two local papers."

LIKED THE FALL NUMBER

Editor Canadian Grocer—The Special Number to hand; it is a credit to you and is certainly up to your usual high-class standard for Special Numbers.

GEORGE O. WERRETT.
Simcoe, Ont.

A Fine Christmas Window

Shown By Kelowna, B.C., Firm Last Year—A Simple Arrangement But An Attractive Result—How the Trim Was Constructed.

THE display shown herewith was one presented last Christmas by the McKenzie Co., Ltd., Kelowna, B.C. This is a particularly attractive Christmas trim and one that should sell goods this year. A glance at the background shows pyramids of honey in the comb, package raisins, attractive boxes of confectionery, with a few palms and other plants for decorating purposes. In the centre is a barrel of Malaga grapes with a large box of layer figs below. On either side may be seen boxes of Christmas crackers, table raisins in boxes, more layer figs, and Japanese oranges wrapped in tissue paper. Along the front, almost touching the plate glass, is a couple of rows of oranges.

This makes an exceedingly attractive and appetizing trim and yet it was arranged with very little trouble. This, as well as the previous Christmas windows Canadian Grocer has shown, should be kept on file by retailers, as they will present many splendid suggestions when the time comes to show these goods again.



An attractive Christmas trim shown by the McKenzie Co., Ltd., Kelowna, B.C., last year. See accompanying description.

A Retailer's "War" Contract Experience

Written by the Merchant Involved

FOR months I had been reading about how men had become rich through the war. There were those who got orders for shells, some for boots, others for canned goods, and so on down the line to my friend Smith, who was once a bookkeeper, but went into the patent medicine line when war broke out. He got his "bit," and to-day he rides around in an automobile. His family spent the summer in the mountains, and his wife now calls herself Mrs. Smythe. If the war keeps on, no doubt she'll be hyphenating her name.

Now, what on earth does the Government want with patent medicines? You would think the nervous shock of those Jack Johnsons would be sufficient medicine for any man. Judging by what I have read of the horses they are sending out, it is embrocation, good for man and beast, that Smith is making in that shack of his. One thing's sure, he's not making high explosive shells.

I'd been content to let Smith have all the Government orders he wanted until one day his wife passed mine on the street in her automobile, and never let on she saw her. It was then that I felt the need for war orders. But how could a man running a corner grocery do his "bit?"

Fate Was Against Him

First, I was on the wrong side in politics; secondly, my old nag was not even blind; and, thirdly, not by the wildest stretch of the imagination could I think of anything in my store that the Government would buy.

I had given the thing up as a bad job, and told the wife she would have to put up with Mrs. Smith's impudence as long as the war lasted, when opportunity with a capital "O" came along in the person of the officers' mess steward.

Before delving further into this matter, explanations are necessary. My store is located in a town which boasts an armory, and when the war broke out, a regiment of soldiers was quartered here. There were so many soldiers parading the streets, one would have thought our burg was in imminent danger of an attack from the enemy.

The Oysters Went Rapidly

It never occurred to me that right here was my opportunity for making money, until one day, as I said before, the steward of the officers' mess walked in-

to the store and placed an order for every oyster I had in the place. It fairly took my breath away. He left orders for them to be delivered at the armory that night, and before leaving, pointing to my case of specialties, remarked that if he had known I carried lines like that, he would have favored me with the business, which he had been sending to Toronto, running into thousands of dollars.

I nearly fell off the Christmas tree. Here I had been calling myself a live dealer. My store was fitted with the most up-to-date dustless bins; my fixtures were immaculate; my molasses was pumped from the basement by machinery; my coffee ground by electricity—in short, I was a live wire in the grocery business, or thought I was, and yet I had been letting a chance to serve my King and country, of doing my "bit," slip through my fingers into the pockets probably of the mail order houses.

Better Late Than Never

The mess steward divined my thoughts. He saw the automobile which I had coveted for years vanishing into thin air, and the opportunity of my wife calling herself Mrs. Home-Sweet-Home gone for ever. He felt sorry for me I know, and there was tenderness in his voice when he leaned forward and said: "It's not too late, Mr. Home. I promise you that not another five-cent order will go out of town until we go to Valcartier several months hence. The officers are arranging some blow-outs next week, and I'll speak to the steward of the sergeants' mess; so don't worry, old man. There's still a chance of you picking up a few thousand dollars' worth of business. Better get in plenty of stock, so as to be ready when the tide comes in."

The vision changed. There was at least a chance of Mrs. Home getting a Ford out of this. I didn't wait to write, but wired into the city for a rush supply of olives, pickles, potted meats, biscuits, salad dressings, and a score of other lines. When the stuff arrived, you would have thought I was about to run a Royal Army Service department all of my own.

That steward, true to his word, came along next week with an order that gave me a swelled head for fair. It kept my clerks going late into the night packing the goods, and even the old nag which delivered the goods at the armory stuck her ears up in the air, realizing that if

she were no use for a charge, she was at least doing her bit.

In the first week, what, with the banquets given in honor of the Hon. Sir—who visited town for a couple of days, and various other blow-outs, the bill ran into hundreds of dollars. Before long it became necessary to wire in another big order, not only for specialties, but for flour, sugar, pepper, jam, and a score of other lines, for the mouths of these soldiers were yawning for something to eat. I kicked myself a dozen times a day for not having gumption enough to get a look in on this months ago when the regiment just came to town.

The Cheque Awaited

This went on for weeks, and I had visions of a big fat cheque coming in any day, though from whom it would come, whether from Ottawa or from London, Eng., or from the mess steward, I didn't know. I knew, though, that I was as sure of my money as I was that our Canadian boys would wind up the German watch on the Rhine.

It was Thursday night of the eighth week. The steward ran into the store, and breathlessly demanded that I rush him a large order of supplies down to the armory for a banquet which was to take place on the following evening. During our conversation he made use of the term "farewell gathering," and I inquired of him to whom they were bidding farewell.

He started suddenly, stammered, spluttered, then said: "Didn't you hear that Major Jones had been called to Ottawa?" I hadn't, and I could not see why this should be made the occasion for a feast, unless they were short of feast days. There was something about the steward's attitude I did not like, but I did not understand until Saturday morning. I was sweeping the store out, and noticed something akin to excitement on the faces of people passing the store. Curious to know what was the matter, I stopped a boy on the street.

"What's all the fuss about?" I asked.

"The soldiers left this morning," he said.

"Left for where?" I asked.

"Valcartier," he replied.

"And they didn't pay their bill," I said, forgetting that this boy knew nothing of the thousands of dollars worth of stuff I had supplied them.

(Continued on page 28.)

TIMELY NEWSPAPER AD SUGGESTION

Buy Heat-Producing Foods Now

COLD weather is again with us. The winter months have arrived. Every household will now require foods that will help keep the body warm and healthy, particularly where men are working out-of-doors. Just as one needs warmer clothing when the snow flies, so does he require different foods from the summer months. Here are a few lines we suggest to every buyer of foods for the home:—

SOUPS—What is more nourishing or stimulating than a plate of steaming, hot soup for dinner? Easily prepared from either packets or tins, and many say it is cheaper than the old fashioned way. Per packetc; per tinc.

MEAT EXTRACTS—After a cold drive, at night, for invalids, or at any time during the day, a good dish of ——— or ——— helps bring the body back to normal. Can be made in a minute and is most nourishing and invigorating. Per bottlec andc; per boxc andc.

HOT COCOA—Before retiring a cup of hot cocoa is an ideal drink. It is served in most hospitals and induces a good night's repose. Serve at afternoon receptions and parties. Cocoa is a food that is growing rapidly in favor and should be in every home. Per tinc; also in glass sealers atc.

HOT PORRIDGE—With the arrival of the cold weather the family will appreciate a plate of hot porridge in the morning. We carry all standard lines in handy, sanitary packages. Prices 10c and 25c per package.

CORN AND CANE SYRUPS—These are splendid heat-producing foods that are always a favorite with young and old. They save the butter, too, and make the bread taste better. Per tinc andc.

HOT PANCAKES AND MAPLE SYRUP—For the evening meal or luncheon once or twice a week let us suggest pancakes and

syrup—a most appetizing winter dish. Pancake flour all ready in handy packagesc, and maple syrup, per quart bottlec.

BACON—A strip of nicely sliced, sweet bacon is a tasty breakfast dish. If you like it fat, lean or medium, we can supply you. Our bacon is sliced uniformly, on our modern slicing machine. Per lb.,c andc.

SAUSAGE—For a change for breakfast there is nothing nicer than fried sausage or a piece of bologna. Our supplies come regularly, and are always fresh. Per lb.,c andc.

OYSTERS—Stewed in milk, fried, patties or raw, oysters make a splendid meal. When you buy oysters to-day you get solid meat and oyster juice—no water. Per quart,c.

PORK AND BEANS—For luncheon or dinner a steaming plate of pork and beans makes an ideal meal in the cold weather. Only require a little heating and they are ready for using. A tin for every family. Each,c,c,c andc.

SPAGHETTI, MACARONI, ETC.—Spaghetti in tins with tomato sauce and cheese is a delicious cold weather meal. Also macaroni and cheese. Both made from hard wheat, and therefore wholesome and nutritious. Spaghetti in tinsc andc; macaroni,c per lb.

The above are but a few suggestions for foods for the cold weather. We have many more on our shelves which we shall be glad to show you any time.

Thos. H. Manning

Phone 750

16 Main Street

The season is here again when retailers will find it profitable to push sales of Cold-Weather lines. The live, aggressive dealer anticipates the wants of customers in this regard by tendering suggestions through newspaper advertising, window displays, etc. The above is offered to our readers, or any part of it, for use in their newspaper space. Fill in your brand names and prices, and give this a trial. Note that descriptions and interesting features of the goods are given in each case.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Recker. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.
Subscription: Canada, \$2.00; United States, \$2.50.
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

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TORONTO, NOVEMBER 19, 1915

No. 47

THE OLD STORY

FROM a Calgary, Alta., paper the following clipping is taken:

"The nine grocery firms charged with selling maple syrup that did not come up to the Government standard in that it contained too much water, were each fined \$5 and costs in the police court this morning, and paid the fines. The grocers paid the fines, but showed that they were innocent parties imposed on by the manufacturers."

Canadian Grocer again desires to draw the attention of its readers to the importance of selling quality in maple syrup as well as other foodstuffs. There are maple syrups on the market which are absolutely pure—in fact the Government does not now permit the manufacture of compound or adulterated syrup—and which can be absolutely relied upon to come up to the standard. It is a matter of buying, whether the retailer gets the high quality article, or the other. If he sacrifices quality for price, he must often take the consequences as illustrated in the above news item. It should be remembered that whether the retailer is innocent of any intentional wrong doing or not, he is the man who bears the brunt of the prosecution, unless of course he has secured a warranty from the manufacturer to the effect that the goods are up to Government standard.

SELL COLD-WEATHER FOODS NOW

AS the seasons change, so does the food craved for by the human body. The retailer who recognizes this principle and who works ahead of it is bound to secure a great deal more business than a careless competitor.

Now for instance the cold weather is approaching and people are turning to what is commonly known

as Cold-Weather foods. Hot breakfast and luncheon as well as hot dinners are now the order of the day. Cold food, while it may be used occasionally during the winter weeks, yet is the exception and the grocer who pushes Cold-Weather lines is travelling along the course of least resistance.

On another page of this issue is a newspaper ad. suggestion of some of these foods. Readers are at liberty to use this suggestion or any part of it in their newspaper space. We would also suggest a Cold-Weather food window display to back up the newspaper advertising. With these two strong selling assistants good sales should be readily realized. Now is the time to get after this trade if the most is to be made of it. The dealer who waits until mid-winter to push cold weather lines loses easily three-quarters of the business he might have got.

SIX THOUSAND RAISIN GROWERS

THE California Associated Raisin Co., which for the past couple of years has been carrying on a vigorous advertising campaign in Canada and the United States, for popularizing the sale and consumption of raisins, comprises over 6,000 growers. The California Orange Growers have carried on a similar campaign, while in Canada, the apple advertising campaign the Dominion Government inaugurated a year ago enabled the country to market a crop which otherwise would have gone largely to waste.

This year, in Canada, two similar campaigns have met with marked success. That of the Niagara Fruit Growers in Ontario and the British Columbia Government in Western Canada.

This co-operative advertising of staple foodstuffs, either by voluntary action on the part of the growers themselves or through the Agricultural

Department of Governments, marks a step in advance for advertising. It has tremendous possibilities and will doubtless be a rapidly growing factor in marketing of other lines of foodstuffs which have been thought heretofore impossible to advertise.

THE WAR AND FISH SUPPLY

WHILE the operations of the great armies in Europe have interfered with agriculture and the land harvest, it is doubtful if the decrease in production will be as relatively important to world markets as the interference of the naval operations with fishing and the water harvest. That the fish packers have not been able to make their usual catches in some of the important European fishing waters is another of the unlooked for developments of a war which has had effects as far-reaching as they have in many cases been surprising, but there is evidence that operations in Scandinavian, English and Scotch centres have been seriously interfered with owing to the mining of the seas and other naval activities.

The curtailment of the packing in Northern Europe, the attitude of England in not permitting the sale of canned fish and food products from the centres in Great Britain and the restrictions on the export of tin, which have resulted in larger quantities of fish being consumed fresh and salted than usual, are advanced as factors in favor of the Canadian and American canned salmon industries, evidence of which is found in the continued export demand.

GIVING GOODS AWAY

A WOMAN customer went into a grocery store the other day to get some lemons. Her first and natural question was an enquiry about the price.

"They are 30c a dozen, madam," replied the clerk.

"I guess I will take 10c worth," was the reply.

"All right," said he, "that will be 5 for 10c."

This is an actual happening. It occurred in a store in one of the largest cities in Canada. This display of ignorance in a small mathematical problem is lamentable. Apart altogether from the fact that the retailer is being robbed of his profits, this is one of the first things clerks, and retailers for that matter, should learn in the grocery store. In many cases the majority of sales are part of a dozen in so far as lemons, oranges, bananas and other fruits are concerned, and everyone should have on his tongue's end the exact price or the exact number when any fraction of a dozen or any part of a dozen price is asked for. A handy card might be kept around giving all this information when the price of fruit is 10, 15, 25, 30, 40 or 50 cents a dozen. A glance at this card would tell in a moment the quantity that should be given for any part of the dozen purchase price.

RETAIL PRICES WERE LOWER

IN the market columns of *The Toronto Globe*, last Monday there appeared the following item, under the heading "Mrs. Buylow Goes to Market":

"Chicken were 18 to 23 cents a pound.

"I called up my own grocer before I came down," said Mrs. Buylow, 'and he had chickens for 18 cents and I know his chickens are good—so why should I break my arm carrying one away up town.'"

"And at that she found only one man selling them at 18 cents."

There is a great deal in this little innocent item from *The Globe's* market columns. It demonstrates that the grocer is selling many lines just as cheaply at retail as can be purchased at the market direct from the producer or alleged producer. The producer knows what prices consumers have to pay for certain commodities and it is quite natural that he is going to try to get those or better prices in his dealing direct with the public.

While the producer may secure more money in marketing his goods this way, yet the fact remains that under the above conditions, the cost of living is not reduced to the consumer. The same market column showed other items of farm products which were not a cent lower than consumers have to pay at the retail stores.

GOOD BUYING REGARDLESS OF PRICE

EVIDENCE of renewed vigor in buying on the part of the retailer comes from many sources. One wholesaler points out that so far this year his business is ahead of any year in the past, and what is of more importance of late, is the fact that retailers are buying without asking prices, more so than they ever did before.

This strongly indicates that business is coming much more easily than formerly. When retailers, or a part of them, send in their orders for goods without asking the price, it indicates confidence in the future and confidence in their customers to purchase the goods regardless of the retail price. The retailer has his finger on the pulse of consumer purchases at all times and if he were not assured that he could sell the goods, he would be exceedingly careful to find out what he would have to pay for them before ordering.

What is stated above does not, of course, mean that all retailers are buying everything without asking the price; but many of them are doing so with many lines of foods. The marketing of Canada's immense crops and the turning over of large numbers of livestock by the farming community is now beginning to tell on the buying of the public. The future is looked forward to with great confidence which is in considerable contrast to the corresponding period of a year ago, when grocery markets and buying were more or less demoralized.

Attractive Xmas Card Suggestions

Eleventh of series, Cardwriting Made Easy

By R. T. D. EDWARDS

AS regularly as the Christmas season comes around the question arises in the cardwriter's mind: What about Christmas Cards? You feel the desire for something new, something different. You want to get away from that stiffness which is often displayed on lithographed cards. So hunt up all your Christmas ideas, anything of a holly or poinsettia nature, Winter scenes, pictures of Santa Claus and let us see what can be made from them that will look new and different to other years' cards.

There is one thing that should be impressed upon the cardwriters and that is the advisability of getting these cards made up, ready to letter, before the Christmas rush sets in. If the making of them is put off until they are required, they are often skimped; so utilize every spare minute from now on.

Illustrations and ideas for illustrations can be secured from many different sources. The main one is from the Christmas postcards. You can obtain more ideas from these than all other ways put together. They seem to obtain limitless suggestions which can be worked up into attractive holiday showcards. From magazines, journals, children's Christmas books, etc., many useful ideas can be obtained. Whenever you see a suggestion that can be worked up into a showcard, keep it, because if you cannot use it immediately you will later.

A spray of holly leaves makes an exceptionally good one for copying, especially if there is not much detail about it, such as the one shown in Fig. 1. Fig. 1 illustrates the different steps required in order to make a completed drawing. When you have obtained a good holly spray, one that is suitable for the corner of a card, place a piece of transparent tracing paper over it and trace the main lines with a soft pencil. When this is done place carbon paper under tracing tissue and place in desired position on the card, then trace again all lines. These will be very light and this must be traced with a coarse

pen and waterproof ink. It is imperative that waterproof ink be used because of the coloring operations.

The final stage to complete the drawing is the coloring to make it look like natural holly. Use only transparent colors for this work. If only a small amount of work is to be done, use transparent photo tints, but should you require large quantities of color it is advisable to use bottle inks or mix them from aniline dyes.

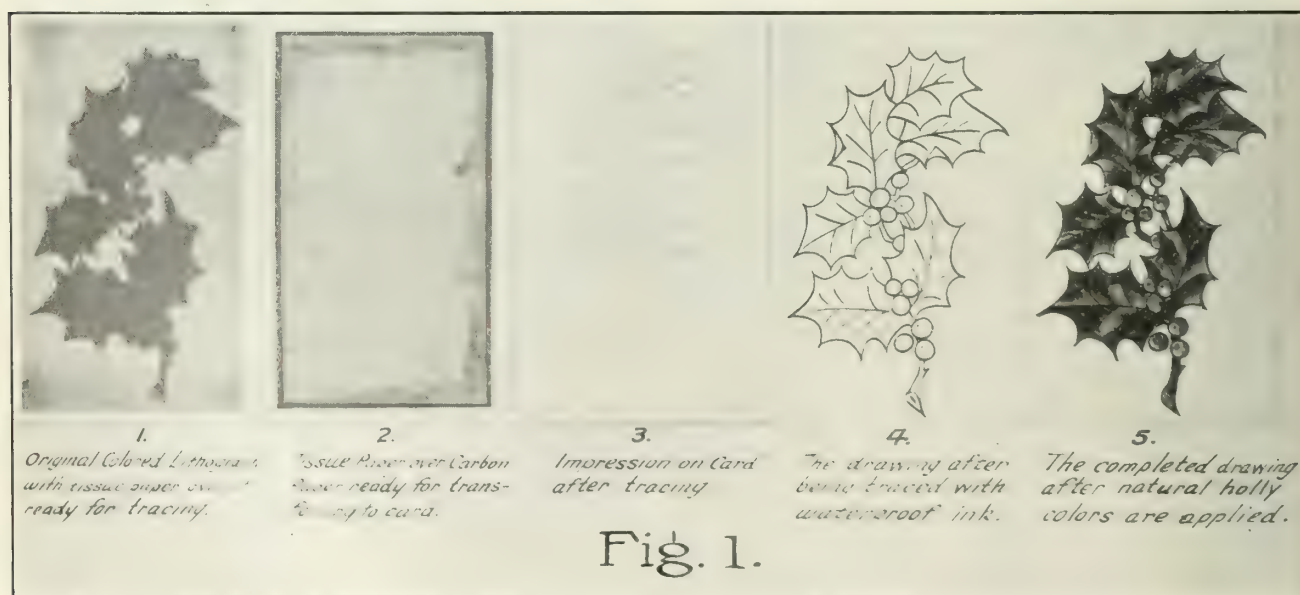
To color the leaves, first apply a light coat of pale green. When dry, shade with the darker color in desired places. The berries should be of a bright scarlet, touched up with white and black, to give a round appearance.

Experience is the best way for you to learn to shade these drawings. Always keep a blotting paper within reach in case you add too much color; in such case the blotter will absorb the surplus fluid.

The Cards

The collection of cards shown gives a fair idea of many ways in which to work up Christmas cards. I do not pretend to say that there is any great work of art about any of these, but the idea is to assist the beginner to make a good, presentable card for Christmas. The followers of these lessons will find in these cards what I have taught in the previous lessons and when there is anything that is new I will endeavor to explain as I go along.

Card No. 1 has a very simple layout, but do not neglect to measure it all accurately before applying the pen or brush. The two illustrations must be equal distances from the ends of the cards and also parallel with the edges of the card. They also must be placed the same distance from the bottom as from the top. These points are absolutely necessary on cards where two similar illustrations are used in the same manner. The heavy ruling on this card is a pea green shade and applied with a number six red sable writer. The color must be in good flowing order,





not too thick. The fine line ruling is of black ink made with a stub pen. The heavy square-faced lettering is of black and made with the No. 6 brush as already shown. The small lettering is the work of the stub pen which was used for outline work in the first two lessons of this series some months ago.

The scrolling has not been taken up as yet in lesson form, but must be made very quickly with very little color in the brush. The color used must be of a light shade, such as pale mauve, so as not to detract from the reading matter and yet harmonize with the green border.

These two illustrations were taken from two postcards. They are both Winter scenes and give that Christmas feeling which all Christmas cards should impart.

Card No. 2

Card No. 2 is not one of a showy nature at all, in fact it is inclined to be the opposite. The only thing about it which denotes Christmas is the design in the corner. This is drawn on the card, not cut out and pasted on as in the previous case. The design was taken from a private greeting card with the exception of the monogram in the centre which was added. The border on this card can be made a bright green and the narrow ruling black. The heavy lettering was taught in lesson No. 8 and the shading in last month's. Cards after this nature can be used in the better class of displays.

TOOLS AND MATERIALS

Here are the tools and materials which are required to make cards shown in this article:

No. 6 red sable writer, stub pens and holder; good, straight ruler, black waterproof ink, cardwriter's black for brush, and for pen; two shades of green, Opaque color; transparent colors for tinting; paste; transparent tracing paper; carbon paper; coated white cardboard; soft pencil; scissors; Christmas cards, and illustrations for cutting out; blotting paper.

Card No. 3

The evergreen trees laden with snow, shown on card 3, are drawn with pen and ink and were taken from a newspaper illustration used in last year's Christmas advertisements. This was transferred direct from the newspaper to the card by means of carbon paper, on account of the thinness of the paper which allowed an impression to go through it. When the paper is too thick for this the method shown in Fig. 1 is the best.

The waterproof ink is used for tracing and the transparent colors are used to color the background. Leave the trees the natural cardboard white. The heavy ruling around the oblong panel is made with one stroke of the flat brush and the fine line is ruled with the stub pen. The lettering is the same as taught in previous lessons. Any name can be substituted at the bottom. You should have no difficulty now in being able to master this work.

The children must not be forgotten by the showcard writer. They are just as important when it comes to getting the Christmas business as the grown-ups. So we must make showcards that will attract their childish eyes and fill their hearts with gladness and what more does a child desire than to see the smiling face of old Santa. To them he is quite real and they dearly love to think and tell of what they want St. Nick to bring them. So I think a showcard with a picture of Santa Claus on, in a display which interests the children, is a good business-getter. Card No. 4 is just one of hundreds of different suggestions for children's Christmas showcards. The illustration was taken from a lithographed postcard. The lettering is a square-face block type as taught before. The little sprig of holly was drawn with waterproof ink and colored with natural holly colors. The scroll work can be done in either pale green or gilt. The wide border is of pale green and the narrow ruling is made with the pen.

Use of Illuminated Capitals

Card 5 shows the use of the illuminated capitals. Illuminated caps are used extensively throughout the showcard world and I can safely say that there is no branch

of the work where more variety can be had. The different styles and designs are almost limitless. This card in particular shows a fancy "G" with two-tone green used to make it stand out; pale green for the background and darker green for the shadow of the letter. It is necessary that a white space be shown all around the letter.

This card shows a few leaves and a Christmas bell cut from a postcard. The bordering is one that was taught in last month's lesson. This style of lettering has not been taken up as yet, but is the work of the stub pen. A small brush would do the same work.

Christmas From Start to Finish

Card No. 6 is an exceptionally fine one for all classes of displays. It is Christmas from start to finish. The Winter scene with the holly entwined around it and the snow-covered letters, all make it a good card for any store. The snow scene was cut from a small picture and retouched with white to make the snow stand out more prominently. The spray of holly was drawn free-hand, not being copied from anything in particular. This holly should be drawn with the pen and waterproof ink and colored lightly with green and red. It should not be made as heavy as the holly shown in Fig. 1 because the scene is the main thing on the card and the spray must not detract from it.

Snow-Covered Lettering

The snow-covered lettering is an innovation in these lessons. The style of letter is the same as taught in previous lessons and as shown on card 4. After the lettering is made and dry, apply white to the top sides of the letters, having it hang down to give it a natural snow appearance. The shading is applied to make the work stand out in relief.

The illustration on card 7 was taken from separate postcards, the holly square from one and the birds from another. This class of showcard is exceptionally fine for dainty displays.

The letters at the bottom of this card can be changed to suit the firm for which the card is used.

GRAIN BUSINESS ONLY WAS SOLD

Gunn, Langlois & Co. have sold their grain business at Clinton, Ont., to Jenkins & Son. They will continue as usual their produce business at Clinton under the management of Nelson W. Trewartha. In last week's issue an error was made—which we regret—in stating that the above company had disposed of both their grain and produce business to Jenkins & Co.



ASSOCIATION NEWS

THE following resolutions have come into the Dominion Board of the Retail Merchants' Association, and have been sent out to the various provinces for opinions from the provincial branches:

GOVERNMENT AUTHORIZATION FOR SUBSCRIPTIONS FOR MILITARY PURPOSES.

"Owing to the fact that a large number of subscription lists are being passed around among the retail merchants, soliciting funds for various purposes in connection with the war, it is the opinion of the members of this association, that any movement that is started for this purpose should receive the endorsement of a special committee, appointed by the Dominion Government, before it is put into operation, and that a copy of this resolution be sent to the Dominion, asking them to take this matter up with the Dominion Government, at once."

TO SECURE THE MOST ECONOMIC AND EFFICIENT MEANS OF RAISING MONEY FOR WAR PURPOSES.

"THAT WHEREAS, in view of the fact that large sums of money are and will be further required—in addition to the amount that has been spent already for general war purposes—to take care of the wounded and disabled, we believe that this money should be raised and distributed in a thoroughly systematic and business manner, and that there should be no duplication of effort in raising the same,

"AND WHEREAS, in our opinion, the payment of this money is an absolute necessity, and altogether too important a matter to be left to private subscriptions or generous impulses, and we therefore believe that it should be collected under the direction and control of the Provincial and Dominion Governments, so that not only sufficient money could be raised and paid out for the purposes that it is required for, but that no one would be overlooked, but everyone would have an opportunity of helping, and in this manner it will rest equitably upon the shoulders of all who are enjoying the privilege of being part of the British Empire,

"AND WHEREAS the retail merchants are the largest taxpayers in every municipality, we make this suggestion to show that we in no way wish to escape our individual responsibility, as under this proposed system we would be paying the largest share as a class, but we feel that it is the most economic, efficient and equitable system of raising sufficient money, so as to assist those who are fighting to secure for all of us Freedom and Justice."

"AND WE THEREFORE ask every retail merchant who is called upon to contribute towards any funds of this character, to point out to those soliciting the same, the reasonableness of our contention, and to also urge upon your legislative representatives the advisability of carrying out this proposal."

COLLECTING ACCOUNTS FROM THOSE WHO ENLIST.

"THAT WHEREAS several complaints have been made by our members that they have been unable to collect accounts from persons who have enlisted, and whose families are securing more money now than they were receiving before the war, that this meeting request that this matter be taken up with the officers of the Dominion Board, and request them to communicate with the Minister of Militia and lay these facts before him, and enquire how this grievance can be remedied."

The Commission of Inquiry

In connection with the following resolution formulated by the Dominion Board, and which is being passed around to the branch associations throughout the country for their approval, Secretary E. M. Trowern points out that

questions are being prepared to lay before the Commission, and if any merchant has anything he desires taken up in connection with the retail business, he should send it in as early as possible to the Dominion Board:

TO TAKE STOCK OF CANADA'S RESOURCES, WITH THE VIEW OF INCREASING PRODUCTION AND DISTRIBUTION.

"That the members of this Association, in convention assembled, congratulate the Dominion Government upon its decision to appoint a commission of enquiry which will take stock of Canada's resources, facilities and financial and other conditions, with a view to the solution of the large problems which confront our Dominion, including those of transportation, manufacture and distribution, in which the members of this Association from the Atlantic to the Pacific are most vitally concerned."

"We further believe that the results of the proposed enquiry should work out a large Dominion-wide constructive policy that would ensure increased agricultural production and manufacturing, enlarged markets, a better and more equitable system of distribution, and greater economy and efficiency in all the operations in which the people of Canada are concerned, and thus introduce an era of national prosperity which would go far to meet the pressing financial problems caused by the war, and so improve conditions in Canada as to increase employment, induce immigration, build up the home towns, and add generally to the prosperity and happiness of our people, and we further believe that in this way only can Canada realize her highest possibilities, and hold her own in competition for world trade."

"Further resolved, that this Association pledges itself to support such a commission to the best of its ability."

TRADING STAMP CASE IN COURT

On the charge of the Retail Merchants' Association, that business was being done in contravention of the Trading Stamp Act, Business Boosters, a concern conducting a voting contest in West Toronto, appeared last week in the police court. After the preliminary hearing, the case was forwarded on to the assizes, and officials of the contest are now on bail awaiting that time. The method of the Business Boosters was somewhat as follows: Voting coupons were issued to merchants, who gave them out to customers purchasing goods, the winners to receive prizes got together for the contest. Each merchant given the privilege of issuing coupons contributed a certain amount to the purchase of the prizes. The outcome of the case will be awaited with interest.

SECURED GRAND PRIZE

The Panama-International Exposition, San Francisco, has been the occasion for the winning of many prizes by various foodstuff lines. Among these is Borden's Eagle Brand Condensed Milk and Borden's Evaporated Milk, as well as several of their other products. These were awarded the Grand Prize at the big Exposition.

Letters to the Editor

PRAISE FOR HALIFAX MERCHANTS

Editor The Canadian Grocer:

Dear Sir.—Halifax does things and the grocers there are hustlers. I enclose you a clipping from the New York Evening world of recent date, to prove it, and to show fellow grocers just what they can do way down east. The clipping is as follows:

GO TO HALIFAX

This country seems to have been a little shy of the spirit that moved Canadian business men in the capital of Nova Scotia to declare through a full page notice in the public prints:

"We, the undersigned merchants of Halifax, desiring to serve the best interests of the city and county, pledge ourselves to do our utmost with a view toward controlling prices in Halifax that they may not increase beyond the means of citizens during the war.

"We firmly believe that the merchant who attempts to defraud the public at a crisis such as this is as much a traitor to his flag as the man who sells the plans of a fortress.

"Despite the fact that the great nations of the world are engaged in war and Canada is at war, the people of Canada can eat, sleep, buy clothes and carry on the usual routine. It doesn't mean ruination unless small-minded merchants seek to take advantage of their fellow citizens on account of the present conditions. We are all going to stay in business and do everything to protect our customers. It is not necessary to purchase all your stock at once.

"Forget the war during business hours."

A few proclamations of this sort would have been immensely more gratifying to the pride of New York than vigilance committees to prosecute price boosters. Apparently we must go 'way East into the overseas territory of a warring nation to find commercial probity and self-control publicly defying temptation.—New York Evening World.

And now the Canadian Grocer of a recent issue states, that the retail committee of the Board of Trade in Halifax is going to start a technical school there, for grocers and those employed in hardware, dry goods and other stores.

Every city and town in Canada can do the same thing. It's up to the associations of those places to get on the map, and the boards of trade to help them. The idea is getting stronger in the United States that a technical education in the grocery business is required, and more to-day than a few years ago. Why? Because the class of men entering the grocery business to-day are not like they were a few years ago. To strengthen my argument I'll give you part of a conversation I had with Mr. G. Byrnes, grocery buyer for one of the largest grocery departments in a New York department store.

Mr. Byrnes says:—"It's a common thing to notice street sweepers and such like entering the grocery business when they have saved up enough to start one. To cite a case a gentleman came to see me to get my advice on starting a store. I asked him if he were ever in the grocery business before. He said he hadn't been but his wife knew how to buy groceries. I advised him to keep his money. But what do you think that fellow did? Why he went right over to Brooklyn and started one. He told me he had been a riding master in a riding academy."

A technical education in the grocery business is a benefit to the credit man, the wholesaler and in numerous ways to the retailer; and the grocer that doesn't take a trade paper had better hang out the red flag. He neither wants news nor a technical knowledge of facts. I take five trade papers and two farmers' papers and I live in a big city, where in many places you don't see a tree or a blade of grass. But I have got to keep abreast of the times. "I love the cows and chickens, etc."

I shall certainly watch with interest the development of the institute in Halifax, and I know my friend Mr. Wentzell, of Wentzell's Ltd., will be one of the interested members of the retail committee of the Halifax Board of Trade to push it along. Success Halifax!

I might say that the Institute of Certificated Grocers of London, Eng., are watching the interest being developed in this movement here and in Canada and hope to see the movement spread. Mr. J. H. Brindly, of the Priory Tea & Coffee Co., of London, says: "Keep the Flag a-flying; they will all follow us; nothing like it, it's winning success for us, and will where ever it's tried."

Many thanks for your past favors,

CHARLES A. ELLIOTT.

Brooklyn, N.Y.

DIFFERENT PRICES SOMETIMES JUSTIFIED

Editor Canadian Grocer.—In an issue of Canadian Grocer of a few weeks ago, I noticed an editorial referring to three grocers charging three different prices for a tin of tuna fish.

I cannot agree that it necessarily follows that "two of them are wrong somewhere." It is not altogether impossible that each is right.

I recall a time when I bought ——— salmon, and computed my selling price thereon. It came to 20c for the 1 lb. tin. My neighbor, not in the vicinity merely, nor in the next block, but right next door to me, was selling at 18c, and continued to sell that way; but I sold more than he did—continually. Moreover, I felt that we were both right, even when I add that I bought for less than he paid.

In his store were the two partners and a boy, with an extra brother on Saturdays and one delivery wagon. He paid \$65 rent; had the usual, very ordinary type of grocery store; the prevailing odor therein was difficult to analyze, but its most outstanding constituent was kerosene; and he sold about \$30,000 annually.

I paid \$175 for quarters which were owned by the family or I should have been taxed all of \$200, perhaps \$225. In my store was a tile floor which was not only cleaned but kept as clean as a family kitchen by daily swabbings and very frequent flushings; fitted up in the finest style; screened and kept sweet by electric fans; not only clean to the eye but so completely sanitary in every corner that we had a standing invitation for its inspection at any time, night or day, without any kind of notice. It was thus inspected once by the local woman's club, and the result was a marking of 99 per cent., which would have been 100 per cent., as we were frankly told except for the feeling that perhaps 100 per cent. was as yet unattainable by anybody. I did \$70,000 to \$80,000, but my expense for expert clerks, brilliant lighting, janitors, deliveries, ample refrigeration and other high grade service made my ratio of expense much higher than his; and that I did the excess business seemed to me to demonstrate that plenty of people paid the prices I demanded in preference to going where things might be got for less money.

I have seen similar conditions in Toronto—similar divergencies which were fully justified. We both got the right price for service rendered.

Yours very truly,

PAUL FINDLAY.

New York, N.Y.

A RETAILER'S "WAR" CONTRACT

(Continued from page 20.)

I dropped the broom, and aimlessly ran in the direction of the armory. The place was empty and preparations were being made to receive a new regiment. From there I went over to the station; there were a few men in khaki, but mere non-entities. The birds had flown.

Beginning of the Chase

Prompt action was required. I wired the C. O. in terms that with some men would have landed me in jail, and told him I was coming to Valcartier on the first train. I had no respect for the C. O. He was by profession a lawyer, and was as suitable for active service as my old nag.

The trip to the camp occupied a good part of a day, and was the most uninteresting excursion I ever made in my life. Gone were the visions of handsome profits, of an automobile for my wife, of a place in society. My only aim was to get the money owing to me for groceries. I had been too easy, but now was roused, and a little dangerous. I was prepared to move heaven and earth to get my money.

On arrival at the camp, I made a bee line for the C. O.'s office. He received me courteously, much to my surprise, and, referring to my wire, said: "It's news to me. I've never heard of you before, nor did I even know that we owed you a cent."

"I can quite believe that," I remarked. "There are a LOT of things you don't know, sir."

The latter remark did not fizz on him at all. He called in several of his officers, made inquiries, and finally satisfied himself that my claims were not unfounded.

"You can rest assured, Mr. Home," he said, "that this thing will be investigated, and matters straightened out satisfactorily."

That was no use to me; I hadn't made a special trip to Valcartier for nothing. I wanted satisfaction now, or I was determined to buy a ticket for Ottawa. This did not please the colonel, as I could easily see from his face. Eventually he agreed to assess each man who had been responsible for running up this account, to the tune of a hundred dollars, and that I would receive a cheque for the full amount in two weeks' time. This news fell unpleasantly on the ears of the officers and non-coms., who were equally ignorant that they had left town owing a big bill. As that seemed the next best thing to getting the money, I agreed, and left that night.

Final Threat Was Necessary

In two weeks' time the cheque did not arrive, so I wired the colonel that if it

was not here by the end of the week I would take the matter up with the Department of Militia. The cheque came all right, minus forty dollars, about which there was a disagreement.

What, with the cost of going to Valcartier, the expense of wiring, and the forty dollars deducted from my account. I made little money on the deal. However, I did my "bit," and when the next regiment came to town I left it to one of my competitors to get the privilege of filling its internal wants.

**NATIONAL PRESIDENT HERE**

Head of Retail Grocers' Association in the United States in Toronto and Montreal This Week

Frank B. Connolly, president of the National Retail Grocers' Association of



FRANK B. CONNOLLY, San Francisco, Cal., President of the National Retail Grocers' Association of the United States, who visits Toronto and Montreal this week.

the United States is making a short trip through Canada—from Detroit to Montreal—at the end of the week. He has been in Detroit during the last couple of days attending the meeting of the American Specialty Manufacturers' Association at whose convention he is giving an address. He will arrive in Toronto on Saturday, November 20, and remain there until evening, when he will leave for Montreal. He will spend Sunday and Sunday evening in Montreal, and leave late Sunday night or Monday morning for Boston.

Some time ago Mr. Connolly wrote Canadian Grocer intimating this visit, but at that time he expected he would be spending more time with us. He had hoped to meet a number of the Retail Associations to exchange views on asso-

ciation work in Canada and the United States. The other day, however, Canadian Grocer received another letter from him stating that his time would be limited and that he would only have Saturday and Sunday in Toronto and Montreal. E. M. Trowern, secretary of the Dominion Board, Retail Merchants' Association, has also heard from Mr. Connolly, as well as Mr. Beaudry, the Quebec provincial secretary. Mr. Trowern and W. C. Miller, secretary of the Ontario branch, have under consideration the entertaining of Mr. Connolly while in Toronto on Saturday. On account of it being the last day of the week, and a particularly busy one for the retailer, it is to be regretted that a mass meeting of grocers could not have been held to hear an address from Mr. Connolly, who is particularly well informed on retail problems in the United States, many of which are the same as have to be dealt with here in Canada. However, owing to the date of the Specialty Manufacturers' Convention in Detroit and his limited time, it was impossible for him to come at any other date.

Mr. Connolly's home is in San Francisco, Cal., but he spends considerable time all over the United States addressing retailers' meetings, and keeping in touch with association work.

**ADOPTING MANY SUGGESTIONS**

Readers will remember the correspondence in recent issues of Canadian Grocer between a general dealer, who was up against a farmer's club organization in his community, and a "Successful General Merchant," who presented his views on giving the farmer such a service as would practically compel him to deal exclusively at home.

In answer to the last article, the general dealer has forwarded the following addressed to the "Successful Merchant" through Canadian Grocer:

Dear Sir,—Let me thank you again for your reply to mine.

You have covered a lot of ground in your reply, and some of the views are new and appeal to me, and I shall endeavor to work out a few of them during the coming months.

Your frank expressions are all taken in good part, and I shall make an effort to "go" after the business.

I may write you again, say, next spring, and tell you results.

Yours faithfully,

RETAIL DEALER.



The man at the head of the business should know how to keep the men responsible for the various departments of his business "out of the ditch." In other words, to keep employees from doing the wrong thing.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

Denis Lesage, grocer, Montreal, died recently.

M. Felid, general merchant, Cowansville, Que., has registered.

W. J. Hall, grocer, Shelburne, Ont., has sold to J. D. Harrison.

The West India Co., Montreal, are now located in the Coristine Building.

John D. Hutchins, manager of John D. Duncan Co., tea importers, Montreal, has been on a shooting trip.

A. P. Tippet, importer, Montreal, has been confined to his home several days through illness, but is expected back at his office shortly.

Ernest J. St. Amand has withdrawn from the firm of William C. Christmas & Co., Montreal, and will continue in the same kind of business as Ernest J. St. Amand & Co., Herald Building, Montreal.

Alexander Mitchell, one of the pioneer grain exporters of Canada, died recently in England, aged 84. He came to this country at the age of 21, entering the service of Symes & Co., merchants, Quebec. He was the first president of the Lake of the Woods Milling Co., and planned their mill at Keewatin.

W. L. Craft, an employee of Hall & Fairweather, wholesale grocers, St. John, N.B., was presented with a wrist watch by fellow-employees and with a substantial money gift by the firm on the occasion of a farewell given him. Mr. Craft has enlisted with the 104th Battalion.

A branch of the Retail Merchants' Association has been organized in Nova Scotia. The provincial secretary of that province is J. C. Doyle, who has been on the organization staff of the R. M. A. for a number of years. Reports to the head office indicate that many merchants are joining the ranks.

Ontario

Wm. Ross, a St. Thomas, Ont., grocer, died recently.

Wm. Strong, a Hamilton, Ont., grocer, sustained a fire loss recently.

H. L. Charlton, grocer, Aylmer, Ont., is installing new counters in his store.

Adams Bros., grocers, Chatham, Ont., are fitting up a new store on Queen St.

Wilfred J. Inman, who conducted a general store in Wheatley, Ont., died recently.

The business of Minto Bros., Limited, tea and coffee merchants, Toronto, has

been reorganized, and will be continued under style of Minto Bros.

D. Stewart Robertson, for many years a grocery broker, Kingston, Ont., has passed away.

Thos. A. Elliott, a grocer on College Street, Toronto, for six years, passed away last week.

A. Graet, Preston, Ont., has returned from a week's shooting trip. He bagged considerable game.

W. McKinney, grocer, Windsor, Ont., closes his store every Thursday afternoon during the year.

The retail fish dealers in Toronto have formed a branch of the Retail Merchants' Association of Canada.

The store and dwelling occupied by C. Harves, general merchant of Pasadena, Ont., was totally destroyed by fire recently.

J. M. Lord, grocer, Windsor, Ont., is adding a fresh meat department to his new store on Pitt Street, next to the post office.

Thos. Shaw, treasurer of the London Grocers' Association, has been confined to his room for over a week with a bad cold and a touch of lumbago.

Under the new Dominion law, which makes it illegal to advertise falsely, a jeweller in Hamilton has been fined \$400 and costs. The new law was aimed at the purification of all kinds of advertising in this country.

A recent issue of a Kingston, Ont., paper contained an article on J. D. Wagar, proprietor of a large general store in the village of Enterprise. The article states that Mr. Wagar is the oldest merchant doing business in that village.

Adams Bros., grocers, Lindsay, Ont., have been given the contract by the Department of Militia for supplying the soldiers going into barracks there with the following: Bacon, potatoes, beans, prunes, butter, cheese, salt, split peas, sugar, rolled oats, rice, pepper, milk, powder, yeast, lard, flour and vegetables, including carrots, cabbage, onions, beets, parsnips, turnips.

The Simcoe, Ont., branch of the Dominion Retail Merchants' Association held a meeting recently to discuss the move on the part of the local Hydro Committee to compete with private concerns in house wiring and private installation generally. The association looked on this as similar to the Government competing in the dry goods or grocery

trade. Officers of the general executive and of the electric supply branch at Toronto attended.

The Retail Grocers' Association of London, Ont., at their regular meeting on Tuesday evening last, listened with profit to two addresses given by Robert Wallace, of the Battle Creek Toasted Corn Flakes Co., and Jas. F. McDougall, of the St. Lawrence Sugar Refining Co., respectively. The officers of the London Association, now that the fall season is on, are working to get every grocer to be present at their regular meetings on the third Tuesday of each month. Meetings of the London grocers are always interesting and profitable.

At the annual meeting of the Commercial Travelers' Association, London, Ont., it was decided to grant \$1,000 to the British Red Cross Fund, and resolutions of sympathy were passed for relatives of former members, Lieut. Gerald Esten, of Toronto, killed at Achi Baba, in Gallipoli, and Harry Adshead, of Calgary. Nominations for new officers are: President, C. W. McGuire, London, acclamation; first vice-president, Tony Grant and George English, London; second vice-president, Morley Adams, acclamation; third vice-president, John Lennon, Hamilton; directors, George Watt, Brantford; George Hope, C. Smith, F. E. Breckenridge, R. B. Griffiths, J. C. Regan, and J. S. Townsend, Hamilton; Major Dillon, Oshawa; W. Stone, H. Horsman, A. E. Johnson, J. L. Miller, H. W. Lind, W. T. Armeage, and John Fried, Toronto. The annual election will be held in London on December 18.

Western Canada

The T. Eaton Co. are establishing a warehouse in Saskatoon, Sask.

M. E. Reynolds has purchased the grocery business of E. Glover, Selkirk West, Man.

H. A. Lanchbery has purchased the grocery and bakery business of James Sinkar, Cartwright, Man.

Geo. R. Boylan, general merchant, Fort Qu'Appelle, Sask., is succeeded by The R. M. Trading Co.

The Weyburn, Sask., branch of the Retail Merchants' Association has resumed its meetings for the winter.

J. H. Simpson, for years connected with the Vancouver Ice and Cold Storage Co. of Vancouver, has recently opened a general store at Aldergrove, B. C.

Sugar Advances Total 35 Cents Cwt.

Advances in New York Market—New Dates Have Arrived—Tightness in Currants Worse—
All Fruits High and Most Scarce—Beans Will Be Easier Later on, But Market is
Firm Yet—Dried Fruit and Nut Arrivals on the "Metagama."

Office of Publication, November 18, 1915.

SUBSEQUENT to the rise of 25 cents in sugar early last week, there came another one later of 10 cents. It is not likely, on the whole, that the advance will stop here. A cardinal fact in the situation is that raws are scarce, and no amount of suggestion that the market has gone up sufficiently within the last few days will alter this big basic fact. The new crop of Cubans will not be released until January next and though the country, that is in both United States and Canada, has fulfilled its requirements temporarily, there is not enough sugar to satisfy the demand. That was the origin of the present squeeze and it looks as if we shall see still higher levels in sugar between now and the New Year, when new crop Cubans will be in.

Ontario flour was up again this week, largely on account of a big export demand. This, coupled with the fact that the farmer is still too busy with other things to get in supplies, has caused a tightness in the market. At the present time millers have more demand than they can cater to. This applies in some sort to Manitoba flour too. The whole situation is strong, which strength is enhanced by the fact that though we have a large crop, a good deal of the winter wheat crop is not of millable quality. The whole list of cereals is strong, and we should not be surprised to see several of them move up in the near future. Manitoba flour has advanced in Montreal and St. John another 15c per barrel.

New almonds are arriving now, but it is stated that we may not have enough walnuts here in time for Christmas selling. Our readers will remember that this situation existed last year, when supplies only got here just in time to rush them to the retailer.

As for dried fruits—another Christmas line—these are worse and worse. A few currants have arrived, but they are a mere drop in the bucket of demand; peels are away up; raisins are firm and supplies are inadequate to the demand and the general situation may be described as acute. In view of this it looks as if it is now generally assured that all ingredients for Christmas puddings and cakes will be up and we think that people can make up their mind to pay more for these luxuries than heretofore. It is interesting, by the way, to note that there is a suggestion in England at the present that they should boycott the import of currants from Greece on account of King Constantine's alleged bad behaviour to the Allies, even though without currants John Bull would have to forego his Christmas pudding. We do not think it likely; it is much more likely that some people will have to forego Christmas puddings on account of the general reasons stated above.

QUEBEC MARKETS

Montreal, Nov. 18.—The two important features of the market this week are an advance in the price of Manitoba flour of 15c per bbl., and a further advance in sugar, making a total advance of 35c per cwt. in one week. In both cases the advances were warranted by prices of raw materials. In the case of sugar, the raw market is strengthening daily, and New York refined had reached a six cent level by Tuesday. As there is only a difference of 40c between the price here and across the line, it is expected that another advance will take place. It is significant that one of the

Montreal refiners thought they were justified in making a 50c advance over a week ago. The advance in flour took place on Monday, and follows upon the heels of two advances in the price of wheat. At the same time, the price of bran and moulee was put up, the demand for the former being exceedingly good, especially at this time of year—something the millers are at a loss to explain. The demand for shorts, on the other hand, is not heavy at all.

Retailers are already beginning to buy heavily in Christmas goods, and are experiencing some disappointment owing to fact that wholesalers are unable to

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Higher prices for rolled oats.
Bran and wheat moulee advanced.
Manitoba flour jumps another 15c.
Market for shorts very quiet.
Very good flour demand.

PRODUCE AND PROVISIONS—

Difficulty in getting pure lard.
New lards advanced to 45c.
U.S. Thanksgiving enhances turkeys.
Poultry receipts are much better.
Expect higher butter prices.

FISH AND OYSTERS—

Haddock and cod more plentiful.
No west arrivals; using frozen.
Few fresh halibut expected.
Close season in Quebec for whitefish.
Green cod and pickled herrings up.
Oyster prices a trifle higher.

FRUIT AND VEGETABLES—

Curly lettuce up to \$1.25 box.
Head lettuce market easier.
Peppers coming in from Florida.
Potato market still firm.
Tomatoes getting rather scarce.
Market full of cabbage.
Blue grapes still bring 17-18c.

GENERAL GROCERIES—

Canned goods take further jump.
Sugar up 35c bag altogether.
New shelled almonds arriving.
Currants arrive, but sell quickly.
Bean market still very firm.
Decline in scaled herring prices.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Ontario flour higher.
Manitobas very firm.
Big export demand.
Rolled oats strong.
Split peas none too plentiful.
Bran firmer and higher.

PRODUCE AND PROVISIONS—

Hog products firm.
Butter shows no change.
Eggs a trifle easier.
Full grass cheese higher.
Poultry for U.S. festival.

FRUIT AND VEGETABLES—

Sweet potatoes selling.
Root stuff in demand.
Messina lemons firm.
Apples firm and high.
Scarcity in tomatoes.

FISH AND OYSTERS—

Extras (smelts) selling.
Lobsters too high to stock.
No close season in lake fish.
Smoked lines sell well.

GENERAL GROCERIES—

Sugar up ten cents from last report.
and it may go higher.
Tightness in fruits.
New dates arrived.
Canned goods up slightly.

fill all orders, owing to difficulty in securing shipments. They point out that retailers must appreciate the difficulties under which they are working, and must not expect delivery of goods as early as usual. They suggest that dealers do all in their power to advise their customers of this delay.

A further advance has taken place in

canned goods f.o.b. factory, and in the case of houses who are not well supplied with goods at old figures, quotations will run pretty high. While there is a continued demand for canned goods the volume is not as big as it used to be. Tomatoes at ten cents is cheap food, but the working man is eating less.

Any falling off in demand for pork and beans owing to high prices has not yet been noticed. The situation in the bean market has developed at a bad time, as baked beans is an article of food used by the workingman, and the enhancing of prices means that beans will be cut out by many.

The potato market is strong again. Supplies are arriving on slow side, and dealers are looking for higher prices. Shippers are having to line their cars, i.e., they have to double-line them, put in a stove, and a man in charge, which in itself means an advance of 5c per bag. This is the same every year, unless there is a big crop.

Minor changes this week include a drop of 4c in scaled herrings, which are now quoted at 16c. Castor oil has jumped a cent per lb.

SUGAR.—As stated in our last issue, two of the Eastern refiners advanced their prices 25c per bag all round on Wednesday, Nov. 10, whereas another refiner only advanced 20c. On the following day, another advance occurred—10c per bag in the case of the first two refiners, and 15c in the case of the latter; which bring quotations for the three refiners to a level. It might also be noted that Beaver, a second grade granulated put up by the St. Lawrence Refineries, advanced 45c altogether, so that it is now only 5c lower than standard granulated, instead of 15c. The same applies also to Blue Star, made by the Atlantic Sugar Refineries. Another exception to the rule is seen in the case of crystal diamonds in cartons and half cartons, put up by the St. Lawrence Sugar Refineries. The price of these was formerly the same. From now on, the price of cartons will be \$8.05 and for half-cartons \$8.55. Many questions were asked as to why the Canada Sugar Refinery only advanced their prices 20c last Wednesday, whereas the others advanced 25c. There appears to be no good reason for it, at least, none that would interest the retail trade. It reminds one of the conditions which prevailed at the outbreak of hostilities, when quotations varied between wide limits. Opinions of refiners now, as then, differ as to what advances are warranted by firmness in the raw sugar market. In fact, some of the refiners thought themselves justified last Wednesday in putting the market up 50c. There is enough evidence in the situation just now to prove that the New York market does not entirely govern that in Canada. At time of writing,

the price quoted by all New York refiners is \$6, whereas in Montreal the price is \$6.40, a difference of only 40c, which is only about half the duty. The differential between Canadian and New York prices is usually kept around a dollar. A year ago it was \$1.85. It seems then, that based on the price of raw sugar to-day, Canadian refineries are not making much money on their sugar. It appears, also, that further advances here would not be out of the way, especially if raw sugar continues to soar the way it has been doing during the past two weeks. We heard early this week of Cubans selling at 4½c. Of course, it is always necessary to keep in mind the fact that Cuban raws, the crop of which is heavy, are coming nearer and nearer, and are liable to have a weakening influence on the market any time. This is, no doubt, why Canadian refiners are content to maintain such a low differential. On the other hand, we hear that the Cuban crop will be marketed much later than was at first thought, and in the meantime, raw material is scarce, and although in January and February sugar may be lower, at the present time holders of raws, on account of the scarcity, are taking advantage of the situation. It is the present market that rules, and the future market is not in shape to influence the prevailing market. At the higher prices being quoted by Canadian refiners, there is a very active demand.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 40
20 lb. bags	6 50
2 and 5 lb. cartons	6 70
Yellow Sugars—		
No. 3	6 25
No. 1	7 00
Extra Ground Sugars		
Barrels	6 75
50 lb. boxes	6 95
25 lb. boxes	7 15
Powdered Sugars—		
Barrels	6 55
50 lb. boxes	6 75
25 lb. boxes	6 95
Paris Lump—		
100 lb. boxes	7 00
50 lb. boxes	7 10
25 lb. boxes	7 30
Crystal Diamonds—		
Barrels	7 00
100 lb. boxes	7 10
50 lb. boxes	7 20
25 lb. boxes	7 40
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

DRIED FRUITS.—The S. S. Metagama, which reached Montreal this week, carried considerable supplies of Valencia and Malaga raisins. There were also supplies of Portuguese figs, which are intended to take the place of Smyrnas. It is pretty good looking stuff, but hardly comes up to the other for flavor. A car of new Greek-cleaned currants reached this market a few days ago, and were quickly disposed of on a basis of 12c for loose, and 13c for packages. New York cleaned sold for about ½c less. There were no currants on the Metagama and there is quite a big demand, with little spot stuff available. Few Turkish sultanas are available. There are one or two 16-oz. packages of 1913 crop selling at 16½c. The trade will depend

mainly on California stuff, which is arriving. According to advices received from London, Eng., Sultanas have not come from Smyrna since the beginning of the war with Turkey. There is only a small quantity of old left, which is bringing 82 shillings per cwt. duty paid, for common, and 100 shillings for fine; deducting 10/6 duty, which is allowed on exports, and adding freight, the c.i.f. price to Canada for common quality would be 75 shillings per cwt., which is equal to 18c, Montreal. By the time they reached the retailer's hands, the price would be out of reason. The small quantity of Sultanas being consumed in England now comes from Greece and other countries, and they are also importing some bleached Californias as a substitute. New dates have reached wholesalers' hands, who are quoting the same figures for Hallowee loose as they did for old stuff—7½c per lb. Packages will not arrive until December.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09½
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 15½
Nectarines, choice	0 11½
Peaches, choice	0 10
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 30
Lemon	0 13½
Orange	0 13½
Currants—		
Filiatras, fine, loose, new	0 10½
Filiatras, packages, new	0 11½
Dates		
Dromedary, package stock, per pkg.	0 08
Paris, choicest	0 12½
Hallowee, loose	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Prunes		
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscates, loose, 3-crown, lb.	0 09
Cal. seedless, 16 oz.	0 11½
Fancy seedless, 16 oz. pkgs.	0 10½
Choice seedless, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—The S.S. Metagama, besides carrying large quantities of dried fruits for this market, had on board three thousand boxes of shelled almonds, which are selling on the basis of 45c for three crowns, and 48c for Jordans. The supply of spot stuff must be getting short, as some local wholesalers have raised their price to 44-45c. There seems to be little new stuff in hands of wholesalers as yet. New Tarragona soft shell almonds have arrived, and should have been here a month ago. Quotations are about the same as for old—17½-18c. The majority of the almonds arriving on the Metagama were for Toronto and the West. Small supplies have already arrived for Montreal, but are sold. There were two hundred cases of shelled walnuts on the Metagama, but they are all sold. As this is the last boat to reach

Montreal, further supplies must come via St. John, which will delay shipment considerably.

Almonds, Tart, new	0 17½	0 18
Cashew, new	0 15	0 16
Macadamia, new	0 13½	0 14
Shelled walnuts, new, per lb.	0 63	0 64
Shelled almonds, 2½ lbs. per lb.	0 44	0 45
Sticks, filberts	0 14	0 15
Filberts, shelled	0 21	0 22
Peanuts, large	0 20	0 21
Peanuts, new	0 17	0 18
Peanuts, No. 1, French	0 07	0 08
Peanuts, No. 1, Spanish	0 08½	0 09

SYRUPS AND MOLASSES.—There is no doubt in minds of local brokers that more molasses will be made this year than last, on account of high market. This is the reason why planters are preparing to cut the early canes in December, if the weather will permit of this. They are after the high prices which are not expected to obtain after first of the year. It is reported that quite a lot of blended stuff is being brought into Montreal from outside points, which is bringing high prices. On account of the high price of molasses, there is an extraordinary demand just now for corn and cane syrups. This is always the case at this period of the year when molasses prices are high, but it is more evident this year.

Barbadoes Molasses—	Price for	
	Island of Montreal.	Fancy. Choice.
Punchons	0 57	0 48
Barrels	0 60	0 51
Half barrels	0 62	0 53

For outside territories prices range about 3c lower.
Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls...	0 04¼
Pails, 83¼ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4½c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

RICE.—There has been considerable talk about Japan rice being brought in at lower prices than those being charged for Rangoon and Siam. Representatives of Canadian mills state that it can't be done. There have been no changes in price for several weeks, and business in the primary market is quiet. There will not be any British rice coming here until spring unless there are shipments before navigation closes, which is unlikely.

SPICES.—Peppers are still strong, but the market is quiet for the present. Two or three weeks ago, when the pepper market was advancing, there were several big sales made in Montreal. Jamaica ginger is hardly obtainable just now in the primary market, and this condition will continue until the end of December. Pimento has advanced ½c in the past few weeks, and supplies in Jamaica are scarce, shippers holding out for higher prices. Canadian wholesalers are fairly well supplied with spices at the present time.

	5 and 10-lb. boxes	¼ lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	0 16	0 09	0 23
Cassia	0 22	0 09	0 29
Cayenne pepper	0 28	0 10	0 35
Cloves	0 28	0 10	0 35
Cream tartar—60c.			
Ginger, Cochin	0 22	0 10	0 29
Ginger, Jamaica	0 23	1 00—1 15	0 31
Mace	0 40	0 20	1 00
Nutmegs	0 40	0 20	0 75
Pepper, black	0 22	0 90—1 00	0 29

Pepper, white	0 30	1 15—1 20	0 31
Pastry spice	0 22	0 95—1 20	0 23
Pickling spice	0 14—0 16		
Turmeric	0 21—0 23		

Lower prices for pails, boxes or bidders when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
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Caraway—		
Canadian	0 13	0 13
British	0 20	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 18	0 23
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 35	0 35
Shredded coconut, in pails	0 18½	0 22
Pimento, whole		12-15

DRIED VEGETABLES.—Conditions in the bean market are about the same as reported a week ago, the market having eased off very little, if any at all. Three-pound pickers are offered to the trade as high as \$4.25 per bushel. Some wholesalers insist that the market will come down with a war-whoop before long. Because of the attitude he alleges is taken by the Ontario farmers, a local dealer is arranging to secure supplies of beans from California, which are of good quality. The dried pea market is substantially the same, and it is still hard to get peas to make good French pea soup. Peas being offered are good, but they do not appear to have the boiling qualities required for the trade in this province.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 75	4 20
Yellow eyes, per bushel		4 00
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.		5 60
Barley, pot, per bag		2 90
Barley, pearl, lb.	0 05	0 06

CANNED GOODS.—A further advance of 2½c in the price of canned vegetables took place this week. This was announced by the canners, and will not be noticed by the trade all at once, as many houses have large enough stocks to quote old figures. Whereas on the new basis the price of tomatoes should be \$1.12½-\$1.15, as low as \$1.02½ is being quoted. The new price on corn and beans will bring the price to the retailer up to 97½c-\$1, whereas 92½c is being quoted. In the case of standard peas, while 92½c is being quoted, the price on the new basis would be 95-97½c. The reason given for the advance is the general situation of the market which, it is claimed, warrants it.

Canned Vegetables—		
Beans, string, doz.	0 95	
Corn, 2½ doz.	0 95	
Peas, standard, doz.	0 95	
Peas, Early June, doz.	0 97½	
Tomatoes, 3½ doz.	1 05	
Pork and beans, 3½ doz.	1 45	
Pork and beans, 1½ doz.	0 85	
Pork and beans, family size	1 05	
Canned Fruits—		
Apples, gallon, doz.	3 25	
Canned Fish—		
Sardines, Canadian, case	3 25	

ONTARIO MARKETS

Toronto, Nov. 18.—The whole interest seems to centre now on the buying of Christmas fruits. The best advice we could give to the retailer is to buy early. The situation in peels, for instance, has suddenly developed into a real tightness; peels have advanced, citron being very strong. Raisins, of course, have been in this condition for some time now, and show no sign of letting up.

Nor will they. Currants get worse and worse. Supplies long overdue are only now just on their way. The trade expected them to have left Greece at the latest on the 24th of last month, but they only got away last week. Spot stocks are so low that the retailer will be well advised to snap up anything that looks like a cheap price; things will be worse before they are better. The primary market continues to show advances.

There is a good demand for prunes now, and new prices are in operation. They are all firm, with a good demand. Crop is sold up, and it wasn't nearly as big as was at first thought. Small sizes are firm. Evaporated apples and apricots share the same strength.

As the trade starts to buy for Christmas, it does so far more confidently than it did last year. By all indications we are going to have a mighty good Christmas trade, though prices to the public in many lines must necessarily be higher than usual. Nuts are being bought heavily, and new almonds are expected in next week. Prices are firm on most lines of nuts, and they won't likely show much easiness till after the holidays.

With regard to tea, letters which have reached here—of course, they have taken some time to come, and the situation may be easier now again—say that the market has developed into a waiting one, with easier prices in the meantime. Supplies have been brought to auction liberally and under 10¼—which is very low for these days; a larger selection was before the trade. With the appreciably heavier weight of ordinary tea offering prices on common have declined.

Good teas, though, according to a cable relative to the Ceylon auction, are still firm and high, and are not likely to be shaded much.

It looks as if there will be some easier tendencies showing in the bean market next week, if this snap of cold weather keeps up. There is no doubt that the splendid—but unseasonable—late fall weather we have been having has kept up the scarcity of beans, because it has kept the farmer from getting them into the trade. This has meant high prices. If the weather continues colder, however, we shall see this state of affairs changed at least a little.

SUGAR.—Following hard upon the heels of our last report of an advance of 25c came the news of a squeeze in New York, which resulted in a further increase of 10c here after Canadian Grocer came off the press last week. This puts sugars on the basis of \$6.46. The advance, it is suggested on the street, was the consequence of the circumstances in which one or two refiners found themselves. They were short of

raws and were caught napping. They had to buy in New York, where the market was sky high.

Discussing the sudden strength in the metropolis, a well-known broking firm there says the squeeze was caused by a combination of events. There was a strike on the water front. There was great congestion of freight consequent upon the scarcity of ocean tonnage, and a subsequent advance in freight rates. Then, too, refiners had allowed stocks to run too low in view of the large export contracts they had already accepted. When refiners found that sugars from Cuba were going to be delayed, they turned to supplies they had purchased from warehouse. This also went back on them, however, because strikes prevented them from getting sugars quickly enough, so that they had to buy the sugars available for reasonably prompt delivery at increasing prices. As fast as they bought raws at these advanced levels the country bought refined in larger volume than the refiners had secured raws, so that the market on both rapidly advanced.

This firm believes that the advance has now exhausted itself, the main reason being that they think the country has secured all the cane refined sugar they can handle for the balance of the year.

On the other hand, some lay great stress on the view that there will be no real relief till new crop sugars are available in quantity, when, it is assumed, we shall see material declines. Whether we shall see higher levels yet is a question. There would appear to be some reason for the opinion. At any rate, we shall see fluctuations, and though the country has bought a lot of sugar, still raws are scarce, and that is a good argument for higher prices.

Sugar is moving better. One refiner is known to have booked 101 cars one day last week.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 46
20 lb. bags	6 36
10 lb. bags	6 61
2 and 5-lb. cartons	6 75
Nova Scotia refined, 100-lb. bags	6 36
New Brunswick refined, 100-lb. bags	6 40
Extra Ground Sugars—	
Barrels	6 86
50 lb. boxes	7 06
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 66
25 lb. boxes	7 06
Crystal Diamonds—	
Barrels	7 11
100 lb. boxes	7 11
50 lb. boxes	7 31
Cartons (20 to case)	7 76
Cartons (50 to case)	8 66
Crystal Dominos, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 31
25 lb. boxes	7 61
Yellow Sugars—	
No. 1	6 06
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The report on the Ceylon auction two days ago was "firm." The trade in England is interested in the reported closing of the Suez, which would mean that ships from Ceylon would have

to go round the Cape of Good Hope, thus making a delay of two or three weeks. Russian buying is another bull factor. Letters from London state that tea will go to Russia via Scandinavia, avoiding the Baltic, which is "controlled" by the Germans, and the comparative strength of Orange Pekoes is due to this report. Germany, also, is said to be quietly getting tea via Norway and Sweden. Lower grades appear to be easier, this movement commencing a couple of weeks ago. A recent Yokohama cable says that exports totalled 37,100,000 pounds, as against 32,500,000 last year. Of these, 5,400,000 came to Canada.

Locally, the trade seems to show some disposition to wait just now. The easier tendency in lower grades may be responsible, although no comfort is to be taken from medium and better grades, which are quite firm.

DRIED FRUITS.—Yet another line to join those which are scarce and high is peels. They are asking as high for citron on the street as 25c, which is an advance of 2c upon our high. There is a real scarcity. Purchasers had cold feet and bought lightly a while back. At that, demand is good, and the market has a strong undertone.

Apricots are firmer on a buying demand, and we quote 13-14½c, which is shortening our range by a cent.

The new dates, long delayed, are in at last, and are of fine quality. There is big selling at current prices, with a stiffening to 8c for Hallowees.

Raisins are all firm. Christmas buying gets heavier each week now.

Peaches are strong, and have advanced a cent and a half from their low point.

We have readjusted our prune prices, quoting on new altogether now—90's-100's are worth 8c to 8½c, while 30's to 40's are fetching 13c to 14c. There is a big demand for all sizes, and the situation in the primary market is very strong.

A serious situation seems definitely established in regard to currants. The long-lost steamer Frixas is still further delayed. She was, readers will remember, recalled to Greece, and her cargo, a big share of which was for Canada, was dumped. Then she was supposed to sail from Patras on the 24th of October, but apparently once more she was held up. Finally, she got away last week. This means that the stuff won't get here till very late for Christmas buying, and the market is advancing so rapidly that we strongly advise retailers to buy wherever they can get reasonable figures at once. The latter state of the currant market is going to be worse than the first.

Apricots—		
Standard, 25 lb. boxes	0 10½	0 11
Choice, 25 lb. boxes	0 13	0 14½

Apples, evaporated, per lb.	0 08	0 08½
Candied Pees—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 22	0 25
Currants—		
Filialras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 13
50-60s, 25-lb. boxes	0 11	0 12
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 10½	0 11½
80-90s, 50-lb. boxes	0 09	0 10
90-100s, 50-lb. boxes	0 08	0 09
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 06	0 06½
25 lb. boxes ½c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	

NUTS.—Shelled almonds are pretty bare now, and we quote a price of 40c to 42c, which is an advance of 2c. There is a big demand and a real shortage. Montreal reports some new arrivals. Toronto has had some new shelled walnuts and almonds. One firm reports a first and second shipment of walnuts, with a third on the way, and one shipment of almonds. These were, however, all small, and the large shipments are yet to come. This firm had to get some 300 boxes from New York to keep their customers going. Quality is not quite so good as year ago. Other lines show little change except that Christmas buying has now commenced in real earnest. Tarragona almonds and Grenoble walnuts show some strength.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 15	0 16
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts Marbots	0 13	0 14
Shelled—		
Almonds	0 40	0 42
Filberts	0 35	
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 36	0 38

SPICES.—The cabled reports that the British might close the Suez Canal helped along the firmness in peppers noticed for some time now. Shipments from the Straits come through the Canal, and they would have to go round the Cape, if the closing suggested went into effect, thus adding to their time of transit. We do not think it likely, personally, that the Canal will be closed—yet, at any rate. Kitchener's visit to the near East will likely nullify altogether the rumor. Both black and white peppers find a big grinding demand. The rest of the list are well in demand, but are not higher. Ginger is a trifle easier owing to better supplies.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 16	0 16
Allspices, whole	0 15	0 15
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 27	0 30

CANADIAN GROCER

Cloves, whole	0 27-0 35
Cloves, ground	0 18-0 22
Cream of tartar	0 48-0 50
Curry powder	0 30-0 36
Ginger, Cochon	0 15-0 17
Ginger, Jamaica, ground	0 18-0 21
Ginger, Jamaica, whole	0 25-0 30
Ginger, African, ground	0 14-0 18
Mace	0 30-1 00
Nutmegs, brown, 64s, 52s, 80s,	
42c, 100c	0 30
Nutmegs, ground, bulk, 45c, 1	
lb. tins	0 50
Pastry spice	0 23-0 25
Peppers, black, ground	0 14-0 15
Peppers, black, whole	0 20-0 24
Peppers, white, ground	0 19-0 24
Peppers, white, whole	0 34-0 36
Pickling spice	0 16-0 20
Turmeric	0 18-0 20

BEANS.—There is no change this week in price, and levels are firm. By next week, however, we may see lower levels, because the colder weather will send the farmer indoors, and then supplies of beans should increase. There is a good demand for blue peas, and the crop is short enough to make a firm undertone. White peas are easier on lesser call.

Beans, hand-picked, bushel	4 20	4 25
Peas, blue, bushel	3 00	3 05

RICE.—The market for rice is quiet, there being a smaller demand from the trade, which has been buying unusually heavily of late. The situation is following the trend down in New York, where the Southern crop has eased up the market some. Japans are in good supply. Quotations are unchanged.

CANNED GOODS.—These are not so much in the limelight now because Christmas buying of dried fruits is the big thing. Nevertheless, chiefly because of short supplies, the advance hinted at last week has materialized; that is, 2½¢ a dozen on vegetables and a nickel on fruits. Tomatoes find a good steady sale. Peas and corn are lighter in demand now. Salmon is again displaying some interest, and all levels are firm. A good deal, it is said, is being exported at the moment.

Salmon, Sockeye—	
1 lb. tins, cases 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 1-2
½ flats, cases 8 doz., per doz.	1 51½
Five cases or more, 2½c doz. less than above.	
Chums, 1-lb. tins	0 90
Pinks, 1-lb. tins	1 20
Cohoos, 1-lb. tins	1 45
Red Springs, 1-lb. tins	2 00
Humpback, ½-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	1 10
Peas, standard	0 95
Early June peas	0 95
Extra sifted peas	1 45
Corn, 2's, doz.	0 95
Canned Fruits—	
Strawberries, heavy syrup, doz.	2 15
Black raspberries, heavy syrup, doz.	1 95
Pumpkins, doz.	0 90

MANITOBA MARKETS

Winnipeg, Nov. 18. — Wholesalers thoroughly realize they must prepare for a marked revival in business. The enormous volume of the Western crop and the profitable prices it is bringing insures a prosperous year ahead. The North-West Grain Dealers' Association issued its annual November estimate of the crops and grain situation. This estimate is a reliable one, and by many is considered as conservative. The figures given are:

	Bushels	Acres	per acre	Yield	Value
Wheat	12,540,000	24.5	397,200,000	\$276,697,000	
Oats	6,021,000	51.2	338,995,200	155,096,080	
Barley	1,133,000	34	39,202,000	23,521,300	
Flax	329,000	8.2	4,304,000	6,093,200	
Total yield, bu.			689,691,200		
Total value				\$462,235,480	

As regards the wheat situation, the following figures are of interest:

	Bushels
Wheat inspected to Nov. 6	108,235,900
In stock, country points	34,100,000
In transit, not inspected	8,400,000
Feed, seed and in country mills	35,000,000
Balance in farmers' hands yet to market	121,935,100

Now, 121,203,000 bushels of wheat yet to market, to say nothing of other grains, cattle and hogs, represents an enormous sum and a purchasing power never before known in the history of the West.

There are now some 10,000 troops quartered in the city. Ammunition plants and the extraordinary calls made upon the transportation companies are finding plenty of employment. There is not likely to be any trouble over the "out of work" plea this winter.

Grocery prices are steady, and both city and country trade satisfactory.

SUGARS.—This market has recently made two advances, amounting in all to 35c per cwt.

	Per cwt.
Sugar, Eastern—	
Standard granulated	7 30
Extra ground or icing, boxes	7 85
Extra ground or icing, bbls.	7 65
Powdered, boxes	8 05
Powdered, bbls.	7 15
Hard lump (100 lb. case)	7 95
Montreal, yellow, bags	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halves, 90 lbs., per cwt.	7 70
Bales, 20 lbs., per cwt.	7 85
Powdered, 50s	7 40
Powdered, 25s	7 70
Icing, barrels	7 95
Cut loaf, 50s	7 80
Cut loaf, 25s	8 05
Cut loaf, 10s	8 20
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 10
Bar sugar, boxes	7 35
Icing sugar, bbls.	7 30
Icing sugar, boxes	6 95
H. P. lumps, 100-lb. cases	7 40
H. P. lumps, 25-lb. boxes	8 05
Yellow, in bags	6 65

Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 12
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 03

B. C. Cane Syrups—	
2-lb. tins, 1 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 60
10-lb. tins, ½ doz. to case, per case	3 60
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	
Imperial, ¼ gal. case, 2 doz.	6 40
Imperial, ½ gal. case, 1 doz.	5 85
New, pure, ¼ gal. case	9 00
New, pure, ½ gal. case, 2 doz.	9 75
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

DRIED FRUITS.—There is nothing new to announce. Situation in prunes is easier. Currants are firm, and supplies may fall short of demand. There is a little more activity in dried fruits, as green fruits are less plentiful.

Apples, evaporated, new, 50's	0 09½
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12½
Currants—	
Dry clean	0 08½
Washed	0 11
1 lb. package	0 10½
2 lb. package	0 21
Vostizias, bulk	0 12
Dates—	
Half-way, loose, per lb.	0 08
Halloway, 1 lb. pkgs.	0 07½
Pard dates, 12-lb. boxes	1 25

Peaches—	
Standard, 25 lb. boxes	0 06½
Cheese, 25 lb. boxes	0 06½
Cheese, 10 lb. boxes	0 06½
Halibut, Muscatels	
3 crown, loose, 25's	0 08½
3 crown, loose, 50's	0 09
Halibut, Sultan's	
California, 50's	0 12½

Prunes, in 25 lb. boxes	
90 to 100	0 07½
80 to 90	0 08
70 to 80	0 08½
60 to 70	0 09½
50 to 60	0 10½
40 to 50	0 11½

Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13½
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12½
Globe boxes, per doz.	1 00
Cooking figs, tops, about 5 lbs., tin	0 07½
Cooking figs, choice natural, 25 lb.	0 07½

RICE AND TAPIOCA.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05½
No. 2 Japan, per lb.	0 05½
No. 3, per lb.	0 05½
Carolina, per lb.	0 05½
Sago, pearl, lb.	0 06
Tapioca, pearl	0 05½

DRIED VEGETABLES.—Prices on New Ontario crop of beans will be announced shortly.

Beans—	
California, hand-picked, per bushel	4 30
California Lima Beans—	
Bag lots	0 07½
Less than bag lots	0 06½
Barley—	
Pot. per sack, 90 lbs.	3 15
Pearl, per sack, 90 lbs.	4 30
Peas—	
Split peas, sack, 95 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 80

NUTS.

Nuts—	
Brazil, new stock	0 15
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12½
Peanuts, choice	0 10
Pecans	0 22
Marbot walnuts	0 14½
Sicily filberts	0 14½
Shelled almonds	0 41
Shelled walnuts	0 41

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 18.—Since last report sugar has made two advances—one of 20c and one 15c. Further advances may even be looked for, according to reports. New crop evaporated apples are quoted at 11c. Fifties will probably be higher. Lard is up, threes being \$9.60, fives \$9.55. Dairy butter is up to 30c, and creamery to 34c. An advance in brooms before end of year is not improbable. Florida grapefruit is \$6.75 a case. Oranges are \$5.50 to \$6.50, and lemons \$5 a case. California tomatoes are \$2.50 a crate. Retail business good.

General—	
Beans, small white Japan, lb.	0 06½
Flour, No. 1 patent, 98's	2 90
Molasses, extra fancy, gal.	0 67
Roller oats, 80's	2 36
Roller oats, 80's	2 36
Rice, Siam, cwt.	1 40
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 60
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 34
Butter, No. 1, dairy, lb.	0 30
Eggs, select storage, case	9 00
Lard, pure, 35, per case	9 60
Lard, pure, 35, per case	9 35
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22½

Canned Goods—	
Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Tomatoes, 3s, case	2 10
Apples, 3s, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50

CANADIAN GROCER

Lobster, 1/2s, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50
Dried Fruits—	
Currents, lb.	0 13
Evaporated apples, 50s, per lb.	0 11
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 14
Pears, choice, 25s, per lb.	0 07
Prunes, 90-100, 25s, per lb.	0 15
Sultana raisins, Cal., extra fancy.	0 15
Fruits and Vegetables—	
Grapefruit, Cal.	5 00
Grapefruit, Florida, case	6 75
Oranges, case	5 50
Lemons, case	5 00
Peaches, crate	0 91
Tomatoes, Cal., crate	2 50

ALBERTA MARKETS (EDMONTON) (By Wire).

Edmonton, Nov. 18.—The market is already feeling the demand for Christmas goods. Table figs, raisins and nuts have arrived during the week. Sugar advanced 15c a hundred on the 12th, granulated now being \$7.60, and yellow \$7.20. Lard is easier. Matches have advanced 25c per case. Potatoes are higher, at 35c to 45c bushel. Cheese is now 18 1/4c lb. Prunes are 7c lb.

The general tone of tea in this market is firm, with no indications of a change. In coffees, both Rio and Santos have advanced, and market is strong. Shipping facilities for Europe are better, and this is the reason advances are taking place.

Refiners are buying heavily, and New York market is advancing, both in raws and refined. Rawas at the present time look strong.

Europe has been buying heavily in cheese, and the market is strong, having advanced during the last two weeks nearly two cents per pound. In chocolate it is almost impossible to get a further supply of British manufacture.

Corn syrup has declined from 10c to 15c per case, but from available reports, market on corn products does not warrant this decline. In tomatoes, the market holds firm. The Canadian pack is smallest in years, and packers are holding out for firm prices. American packers are receiving higher prices for tomatoes than ever before.

The last of the Turkish figs remaining in the country are practically cleaned up, and there is no prospect of getting further supplies. The public will have to be content with California varieties.

General—	
Beans, Ashcroft, lb.	0 06 1/4
Beans, Japan, per bush.	3 90
Bran, ton	18 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 35
Rolled oats, 20's, 80c; 10's	1 60
Rolled oats, ball, \$2.15 80's	1 75
Flour, fancy patents	2 95
Flour, second	2 80
Rice, Siam, per cwt.	3 90
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 60
Sugar, yellow, per cwt.	7 20
Walnuts, shelled, lb.	0 38

Produce and Provisions—	
Cheese, lb.	0 18 1/4
Bacon, lb., 20c; bellies, lb.	0 20 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 27c; No. 2	0 22
Eggs, extra, per doz.	0 40
Eggs, No. 1	0 32
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 23

Canned Goods—	
Corn, standard, per two dozen	2 20
Peas, standard, 2 dozen	2 20
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 25
Peaches	3 65
Strawberries, \$1.45; raspberries	4 00
Tomatoes, standard, per 2 dozen	2 25
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Evaporated apples, 50's	0 10 1/4
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07

SASKATCHEWAN MARKETS (By Wire)

Regina, Nov. 17.—Wintry weather prevails all over the West, turning merchants' attention to the Christmas trade. Poultry is coming in well. Some dealers are buying live for the holiday trade. Cranberries are selling at \$10.50. Prunes are up one and a half cents. Sugar advanced 20 cents last week and 15 cents again later on, bringing the price up to \$7.39. Business from all quarters is reported as A. No. 1.

Produce and Provisions—	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb., large	0 17 1/2
Eggs, new laid	0 40
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	9 35
Lard, 5's, per case	9 30
Lard, 10's, per case	8 30
Lard, 20's, per case	12 10

General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 1/2
Cream of tartar, lb.	0 50
Cocunut, lb.	6 15
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 93's	3 00
Rolled oats, 80's	2 20
Rice, per cwt.	3 90
Onions, 100 lbs.	1 50
Sugar, standard, gran., per cwt.	7 39
Sugar, yellow, per cwt.	6 99
Walnuts, shelled, 41c; almonds	0 41

Canned Goods—	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$1.33; Strawberries	4 73
Tomatoes, standard, per case	2 00
Salmon—	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60

Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 12
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 60
Dried Fruits—	
Currents, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 12
Evap. apples, 50's, lb.	0 09 1/4

NEW BRUNSWICK MARKETS (By Wire)

St. John, Nov. 18.—All grades of flour are up 15c, Manitoba being now \$6.75 and Ontario \$6.45. Dealers do not expect further advance in immediate future, thinking wheat and flour now about even. However, wheat may continue to advance. Bean situation is discouraging, there being no hand-picked available. Yellow-eyes are slightly better, though unpromising. Sugar is firmer, standard granulated being \$6.45 to \$6.50, United \$6.35 to \$6.40, bright yellow \$6.25 to \$6.30, No. 1 yellow \$6.05 to \$6.10, and Paris lumps at \$7.50. Rolled oats are strengthening and increased quotations

are expected. Cream tartar has taken slight drop to 50 to 55c. Molasses are still climbing, no brighter reports coming. Prices are now 53 to 54c. American pork is easier at \$26 to \$28. Potatoes are firm stocks, being a little better, but prices are holding. Dealers think many farmers are holding back for better quotations. Cheese is up to 17 to 17 1/2c. Eggs are scarcer, henney stock being 40c and case 32 to 34c per dozen.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 15
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	26 00	23 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 32
Eggs, new laid	0 32	0 40
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 11 1/4	0 12
Lard, pure, per lb.	0 15	0 15 1/4
Cheese, new	0 17	0 17 1/2

Flour and Cereals—

Cornmeal, gran.	5 75
Cornmeal, ordinary	1 75
Flour, Manitoba, per bbl.	6 75
Flour, Ontario	6 45
Rolled oats, per bbl.	6 00

Fresh Fruits and Vegetables—

Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	5 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 35

Sugar—

Standard granulated	6 45	6 50
United Empire	6 35	6 40
Bright yellow	6 25	6 30
No. 1 yellow	6 05	6 10
Paris lumps	7 50	7 50
Lemons, Messina, box	4 10	4 15
Beans, hand-picked, bush.	4 00	4 15
Beans, yellow eyes, per bush.	3 00	3 40
Canned pork and beans, per case	0 53	0 54
Molasses, Barbadoes, gal.	0 89	0 55
Cream of tartar, per lb., bulk.	0 11	0 11 1/4
Currents	4 45	4 50
Rice, per cwt.	4 45	4 50

CALIFORNIA CITRUS CROP

The 1914-1915 citrus fruit shipping season closed on October 31, says the California Fruit News, showing the second largest total of any year, that of last year holding the record with 48,543 cars. The total for the season just closed is 46,862 cars, which is near that of the season of 1910-11, when 46,394 cars were shipped. The lemon crop this year was the largest that California has ever had, and considerably more than double that of either of the two previous seasons, the total shipments this season being 6,851 cars, against 2,954 cars in the season of 1913-1914. The figures, however, do not exceed greatly those of the 1910-1911 season, when 6,764 cars were shipped. The shipments of oranges this season are 5,583 cars less than those of last year, when the orange crop was the greatest in the history of California.

HEALTHY GROCERY CLERKS

Physical examinations for clerks working in grocery stores, markets and clothing stores may be required in the State of Kansas. State Food Inspector Congdon lately brought the matter to the attention of various women's clubs. He says the greatest menace exists among grocery clerks and meat cutters, but the danger is almost as great in dealing with clerks in dry goods and clothing stores.



FRUIT AND VEGETABLES



Marked Scarcity of Tomatoes

Apples Still Firm and High—Sweet Potatoes Selling—Cauliflower Fetching Good Prices—Head Lettuce Easier.

MONTREAL

FRUIT.—Apples are still firm at the same prices. Fameuse is the biggest seller at the following quotations—No. 1 5.50, No. 2 4.50 and No. 3 3.50. All kinds of winter apples are quoted at from 4.00 to 4.50 per bbl. The demand for bananas is very slow. Nova Scotia cranberries have advanced to 7.00 per bbl. owing to the fact that Cape Cod variety are so expensive—9.00. Still selling blue grapes at 17-18c, but the demand is not so good now. They will soon be done. Dealers are buying more Messina lemons, as the quality is good, and the price is low—3.50 per box for 300 size. California Valencias can be bought at 5.00 per box. Peaches are selling at 30c per box, the quality of which is not good—too spongy. They are good for preserving, though. There are no cocoanuts on this market. Citron is offered at 40-50c per doz., and will be done soon. Emperor grapes are quoted here 4.00-4.50 a keg.

Apples—		
Fameuse, No. 1's	5 50	
Wealthy, No. 1's	4 50	
Calvert	3 50	
McIntosh Reds	5 50	
Starks	5 00	
Spys	3 75	
Bon Davis	4 50	
Russets	4 50	
Grassings	5 00	
Baldwins	2 00	2 25
Bananas bunches	9 00	
Cranberries, Cape Cod, bbl.	7 00	
Cranberries, Nova Scotia, bbl.	3 50	
Grapefruit, 46-54-64 80-96	0 17	0 18
Grapes, blue, 6 qt. baskets	2 25	
Grapes, Tokay, crate, 4 baskets	5 00	
Grapes, Malaga, heavy weight, bbl.		
Lemons—		
Verdillies	3 00	3 25
Malaga, 420 size		5 00
Messina, 300 size, box		3 50
Oranges—		
Valencias, Cal., late 120-250	5 00	
Jamaica, 196-200-216	3 50	
Porto Rico, 126-150-250-288	3 00	
Pineapples, 18-24 and 30-36	3 00	
Peaches box	4 00	
Pears, bbl.		4 30

VEGETABLES.—Potatoes are still firm at old prices, and there is an exceptionally good demand. Tomatoes are almost unavailable, they are very scarce. Hothouse have sold this week at 30c per lb. The trouble is that hothouse are not ripening. There is only Florida stuff available, and none of these are being brought in, as dealers are waiting the arrival of those from California, which will be in soon. Market is full of cabbages, selling at 25-35c per doz. Cauli-

flowers are bringing 1.00 to 1.50 per doz.; there are quite a lot on the market, but they are arriving very small. Good Montreal celery is scarce at 50-75c, for fancy stuff, which is hard to get, being about done. Montreal cucumbers in baskets are done, and there are only those from the States available. Curly lettuce is up to 1.25 per box, and it will be dearer. Head lettuce is easier at the same price. Montreal head lettuce will soon be done for the season—in a week probably. There are no more Canadian peppers offering. Those arriving from Florida, six baskets to the crate are quoted at 6.00 crate.

Artichokes, bag	1 25	
Beets, bag	0 50	
Beans, wax, N.Y., per basket	3 00	
Beans, green, N.Y., per basket	3 00	
Brussels sprouts, qt.	0 12 1/2	0 15
Cabbage, Montreal, per doz.	0 25	0 35
Cabbage, red, doz.		0 40
Carrots, bag	0 50	
Cauliflower, Canadian, doz.	1 00	1 50
Celery, Montreal, doz.	0 50	0 75
Celery, N.Y., crate	4 00	
Celery roots, doz.	0 50	
Cucumbers, fancy, Boston, doz.	1 50	
Cucumbers, Montreal, basket	0 50	
Egg plant, N.Y., doz.	1 75	
Leeks, bunch	0 10	
Head lettuce, Montreal, doz.	1 50	
Head lettuce, Boston, box	1 50	
Curly lettuce, box	1 25	

Onions—		
Montreal, 75 lbs., bag	1 75	
Spanish, crate,	5 50	6 00
Parsnips, bag	0 50	
Parsley, Canadian, doz. bunches	0 15	
Peppers, 6 baskets to crate	3 00	
Potatoes—		
Montreal, 80 lbs., bag	1 00	
New Brunswick, 80 lbs., bag	1 15	
Sweet, hamper	1 40	1 50
Spinach, Canadian, box	0 50	
Turnips, bag	0 60	1 00
Tomatoes, hothouse, lb.	0 30	
Pumpkins, doz.	1 00	
Squash, doz.	0 50	1 00
Vegetable marrows, doz.	0 40	0 50
Watercress, Canadian, doz.	0 30	

TORONTO

FRUIT.—The market is singularly barren of news this week and hardly any lines show even price changes. The market sinks down about this time to a humdrum winter business, with, of course, but little new stuff coming. Messina lemons are now selling and are worth \$3.50 to \$3.75. Californias are getting a secondary call at \$4.50. The higher price precludes some trade. Citrons, now worth 40 cents, won't last for ever, and will soon be done. Blue grapes are about over. A few others are getting a fair to middling demand. Plums are all through by now. Pumpkins still find a certain

business. Apples are firm at fairly high prices. Bananas are unchanged.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	5 00
Apples, Spies, bbl.	3 00	5 00
Apples, 11-qt. basket	0 20	0 50
Apples, McIntosh Reds, basket	0 75	0 80
Bananas, per bunch	1 50	1 90
Cocoanuts, sack	4 50	5 00
Citron, dozen		0 40
Cranberries, bbl.	8 75	9 00
Grapefruit—		
Jamaica, case	4 25	4 50
Porto Rico, case	4 95	5 10
Grapes, Malaga, keg	6 00	8 50
Grapes, Tokay, case	2 00	2 25
Grapes, Emperor, keg	4 50	4 50
Grapes, Can., blue	0 08	0 15
Can. Red Rogers, 6-qt. basket	0 20	0 25
Oranges—		
California, Valencias	3 50	5 50
Jamaica, case	3 75	4 00
Lemons, new, Calif., box	4 00	4 50
Lemons new, Messina, box	3 50	3 75
Limes, per 100		1 50
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 40	0 50
Pineapples, Porto Rico	4 25	4 75
Pumpkins, doz.	0 50	0 60

VEGETABLES.—Sweet potatoes are getting quite a good call. They are a welcome change now and then. We quote \$1.35 a hamper. As in the case of fruit, there is singularly little new on the market this week. Onions are all at the same figures, with a good demand for Spanish. Egg plant is all done now. Nobody seems to have any tomatoes. A marked scarcity exists. Cabbage and cauliflower are finding a better demand consequent upon, we surmise, the colder weather. Parsnips are selling best of the root stuff.

Beets, Canadian, bag	0 60	0 75
Cabbage, new, doz.	0 30	0 40
Carrots, new, bag	0 65	0 75
Cauliflower, 11 qts.	1 00	2 00
Celery, doz.	0 15	0 25
Cucumbers—		
Hothouse, doz.	1 75	2 50
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, case	3 75	4 00
Lettuce, Boston, head	1 50	1 75
Mushrooms, imported, 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 75	1 40
Potatoes, sweet, kiln-dried, hamper	1 35	1 40
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, Canadian, 11 qt.	0 50	0 40
Turnips, bag	0 45	0 50

WINNIPEG

FRUITS AND VEGETABLES.—Imported lines are taking the place of native in many instances. Potatoes are still comparatively cheap, but likely to be dearer before spring. The market is well supplied with box apples, and On-

(Continued on page 39.)



FISH AND OYSTERS



Lobster 'Way Out of Sight

In Toronto Market It Hardly Pays to Stock It—Good Demand for Smoked Lines — Extras in Smelts Get Good Demand—No Close Season in Lake Fish This Year Meant Further Supplies.

MONTREAL

FISH.—The fresh fish from the East did not arrive last week, and the scarcity now is even more pronounced. Nevertheless, indications point to a better supply of haddock and codfish, and therefore of all kinds of smoked, such as haddies, fillets, etc., from now on. No arrivals from the West Coast are due for the present week. The trade will have to be supplied with frozen. According to reports, it is probable that very little fresh halibut will be available for the remainder of the season, and as a result the price will advance at least a cent per lb. The demand for frozen stuff has started, and just now good round lots are going into consumption, especially lake fish, such as dore, pike, and so forth. It is now close season in this Province for whitefish, and will be until Dec. 1. In the meantime, the sale of frozen fish is allowed. Prospects are that frozen salmon will be higher through this season than it has been for the past year. This is due to a short catch of some of the most marketable species, and the larger demand for export. There is also to be noted quite an increase in the selling price of green codfish and pickled herrings. The former is selling now for 50c more per bbl. and the latter 25c more. Pickled Labrador salmon and red sea trout, in sympathy with the general list, are also firmer. Pickled pink salmon from the west coast is in good demand at steady prices. In oyster lines, both bulk and shell, the demand keeps good, and prices are a trifle higher. Supplies of bulk oysters will be curtailed this week and next, due to a big demand accruing from the States for Thanksgiving next week. Lobsters are still an expensive luxury, but as the fishing season will open shortly in some parts of the country, some relief is expected in prices soon. Pickled mackerel, No. 1 and No. 2 have gone up to unprecedented prices—\$18 to \$24 per bbl.—according to size and quality, caused by shortages in stocks in the

American market, and big demand for export trade.

TORONTO

FISH AND OYSTERS.—This year, contrary to most, there is no close season for lake fish, consequently, we are getting fresh stuff right along. Lake trout at 12 cents is a good buy. Whitefish, though by no means plentiful, is not scarce, and there is a healthy demand. Smelts, that is extras, are worth 20 cents and come in fresh from New Brunswick. There are some slightly cheaper, but the extras are getting the business. In sea fish steak cod is slightly higher at 10 cents. Flounders are worth 9 cents for Canadian stuff, while New York supplies are now fetching 12 cents. These are in good demand. Lobster is now so high that some fish men are not stocking it. It has to be brought up from Portland, and is so hard to get and so dear, that, when you take into consideration the added duty of 32½ per cent., it isn't worth selling under 55 to 60 cents, and people will not pay more for lobster than 50 cents. Ciscos, per pound, fetch 12 cents. There is a good sale for haddies, express stock, at 11 cents. Generally, the fish trade is in good fettle just now and good prices are the order of the day.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15 lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.10	.12
Haddies, Niche, boneless, per lb.	.09	..
Herring, Ciscos, baskets,	1.30	1.25
St. John bladders, 100 in box	1.10	.75
St. John bladders, per box	1.00	1.01
Vermouth bladders, 60 in a box	1.20	1.25
Smoked herrings, large box74	..
Smoked herrings, medium box15	..
Smoked boneless herrings, 40 lb box	1.40	..
Unsmoked herrings, selected, 60 in box	1.95	1.50
Smoked salmon, per lb.15-17	.15-17
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Cane, large, per lb.12	.12
Red steel heads, per lb.12	.11-12
Red cockles, per lb.12	..
Red Cohoe, dressed, lb.14	.10½
Red Cohoe, as above, per lb.09-.09½	.08
Pike, quilla, dressed, per lb.07½-.08	.08
Halibut, white, western, large and medium, per lb.10-11	.10-12
Halibut, eastern, chicken, per lb.10	.10
Mackrel, bloater, per lb.08½-.09	.10
Halibut, medium and large, lb.04½-.05	.10
Marble codfish, per lb.04	..
Steak codfish, per lb.06-.06½	.08
Canadian eels, per lb.07	..
Blue fish, per lb.15-16	..
Smelts10	.10

Smelts, extras20
Herrings, per 100 count	2.25	3.00
Round pike06	..
Grass pike07	..
Swordfish, lb.09	..

DRIED AND PREPARED FISH.

Dried Haddock	6.00
Dried codfish, medium and small, 100 lbs.	7.00	7.60
Dried hake, medium and large, 100 lb.	5.50	6.00
Dried pollock, medium and large, 100 lb.	5.00	5.00
Dressed or skinless codfish, 100-lb. case.	6.50	8.00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0.08	0.10
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0.07	0.07
Boneless codfish, strips, 20-lb. boxes.	0.12	0.12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15	0.15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1.75	1.75
Standard, bulk, gal.	1.50	..
Selects, per gal., solid meat	2.00	1.95
Best clams, imp. gallon	1.50	..
Best scallops, imp. gallon	2.00	2.25
Best prawns, imp. gallon	2.25	..
Best shrimps, imp. gallon	2.00	..
Sealed, best standards, pt. cans, each.	0.40	0.40
Sealed, best select, quart cans, each.	0.50	0.75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9.00	1.50
Canadian cultivated oysters, bbl.	10.00	10.00
Clams, per bbl.	7.00	8.00
Malpeques, bbl.	8.00	9.00
Live lobsters, medium and large, lb.	0.35	0.55
Little necks, per 100	1.25	1.50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12-13	12-14
Haddock, fancy, express, lb.	6-8½	8
Mackerel, medium, each	14-15	..
Steak cod, fancy, express, lb.	5½-6	6
Herrings, each	3	3
Flounders	8	9
Flounders, New York	12
Salmon, Western	15-16	19-20
Salmon, Eastern	15-16	..

FRESH LAKE FISH.

Carp, lb.	0.09	..
Pike, lb.	0.08	0.07
Perch, lb.	0.06	0.07
Suckers, lb.	0.05	0.03
Whitefish, lb.	0.13	0.14
Herrings, per 100	3.00	3.00
Lake trout	0.11	0.12
Dressed bullheads	0.12	..
Dore, lb.	0.08	0.08
Dore	11-12	0.12

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.09-.09½	.07-.08
Whitefish, small tubers, lb.07-.07½	.06
Lake trout, large and medium, lb.10	.10
Dore, dressed, omn. l. lb.08½-.09	.09-13
Pike, dressed and headless, lb.06½-.07	.07
Pike, round, per lb.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20.00	..
Salmon, Labrador, bbls., 200 lbs.	14.00	..
Salmon, Labrador, half bbls., 100 lbs.	7.00	..
Salmon, R.C., bbls.	12.00	14.00
Sea trout, Raffin's Bay bbls., 200 lbs.	12.00	..
Sea trout, Labrador, bbls., 200 lbs.	6.00	6.00
Sea trout, Labrador, half bbls., 200 lbs.	6.00	6.00
Mackrel, N.S., bbls., 200 lbs.	15.00	..
Mackrel, N.S., half bbls., 100 lbs.	8.00	..
Mackrel, N.S., pails, 20 lbs.	2.00	2.00
Herrings, Labrador, bbl.	6.00	6.00
Herrings, Labrador, half bbl.	3.50	3.50
Lake trout, 100-lb. bags	6.00	6.00
Oreochelone, bbl.	6.00	..
Oreochelone, half bbl.	3.50	..
Tongues and sound, per lb.	0.07½	..
Scotch herrings imported, half bbl.	9.00	..
Holland herrings imported, half bbl.	8.00	..
Holland herrings, mixed, half bbls.	1.10	85 1.00
Holland herrings, mixed, half bbls.	8.50	..
Holland herrings, mixed, kegs	1.00	70 0.95
Lochfyne herrings, box	1.50	..

(Continued from page 37.)



PRODUCE AND PROVISIONS



U.S. Thanksgiving Stiffens Poultry Levels

Eggs Fetch Good Prices—Export Price a Cent or Two Higher—Lard is Scarce—Full Grass Cheese Slightly Advanced

MONTREAL

PROVISIONS.—Lard is scarce, and the same conditions prevail as last week, when it was stated that supply was not sufficient for the demand. Wholesale dealers are having difficulty in filling their supply, i.e., for pure lard; the same difficulty is not felt with regard to shortening. Markets are steady and firm. Difficulty is still experienced in getting supplies of bacon, and what wholesalers are getting are small light cuts; it is almost impossible to get the heavy stuff, which is all going into Wiltshires. Abattoir fresh-killed hogs are quoted at \$13 to \$13.25 per 100 lbs.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 29	
Peameal	0 29	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 23	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		Per bbl.
Heavy short cut mess	27 00	
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14½	
Tubs, 50 lbs. net	0 15½	
Bxes, 50 lbs., net	0 14½	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10 lbs., tins, 60 in case	0 15½	
Cases, 3 and 5-lb. tins, 60 in case	0 16½	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs. net	0 11½	
Tubs, 50 lbs. net	0 11½	
Bxes, 50 lbs., net	0 11½	
Pails, wood, 26 lbs. gross	0 12	
Pails, tin, 20 lbs. net	0 12	
Cases, 10-lb. tins, 60 in case	0 13	
Cases, 3 and 5-lb. tins, 60 in case	0 12½	
Bricks, 1 lb., each	0 13½	
Hogs—		
Dressed, abattoir killed	13 00	13 25

BUTTER. The market for the stuff arriving just now is easy, as it is not of good quality. On the other hand, the market for finest September creamery is steady. Wholesalers anticipate higher prices in the winter, as stocks in Montreal are not more than two-thirds of what they were a year ago, and the make is practically over for the season. Prices in Britain are easier.

Butter—	
Finest creamery	0 34

Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers'	0 23

CHEESE.—The feeling in the spot market is very firm, but for late stuff coming in, the quality of which is not of the best, prices are down a little. Local demand is comparatively small, whereas demand for export is heavy. As the close of navigation is imminent, there is a rush to get out all the eggs and cheese possible before the ice arrives.

Cheese—	
Old make	0 20
Stillon	0 19
New make	0 16 0 18½

EGGS.—Supply of fresh eggs is still almost nil. The tone of the market remains firm under a continued good demand for local consumption. The demand is chiefly for new laid and for selected stock. Supplies of the latter are sufficient to fill demands, but the cold weather has limited offerings of fresh stuff. Price to the retailer of new laids has been advanced from 42c to 45c per dozen.

Eggs, case lots—	
New laid, stamped	0 45
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—Supplies are coming along nicely, with very few changes in prices with the exception of turkeys, which are a little firmer on account of a little demand from across the border for Thanksgiving. The cold weather is expected to have a good effect on this business. Wholesalers are encouraging the shipment of dressed stuff in preference to live on account of the colder weather.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Turkeys	0 21	0 22
Fowl, large	0 17	0 19
Fowl, small	0 12	0 15
Roasting chicken, milkfed, 4 lbs. or over	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 76	1 00
Squabs, Canadian pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 12	0 13
Turkeys	0 17	0 18
Ducks	0 12	0 16
Geese	0 12	0 13
Chicken	0 13	0 14

HONEY.—Market remains about the same, and supplies are coming in nicely.

Honey—		
Buckwheat, tins	0 08	
Strained clover, 50-lb. tins	0 10½	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11½	
Comb honey, No. 1, doz.	2 40	
Comb honey, No. 2, doz.	2 00	

Receipts in Montreal

	Butter, Boxes	Cheese, Cases	Eggs, Cases
Week ending Nov. 13, 1915.....	8,856	44,693	20,840
Week ending Nov. 14, 1914.....	4,218	43,242	24,044

TORONTO

PROVISION.—The firmness in hog products remarked by us in these columns last week still keeps up but prices are no higher. Lard finds a good, steady demand at quoted levels. Breakfast bacons are in good demand at unaltered figures.

Hams—		
Light, per lb.	0 18	0 19½
Medium, per lb.	0 18½	0 19
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 22	0 24
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 13½
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 13½
Tubs, 60 lbs.	0 13½	0 13½
Pails	0 13½	0 14
Tins, 3 and 5 lbs., per lb.	0 13½	0 14
Bricks, 1 lb., per lb.	0 13½	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 50 lbs., per lb.	0 11	0 11½
Pails, 20 lbs., per lb.	0 11½	0 12½
Hogs—		
Dressed, abattoir killed	13 75	14 00

BUTTER.—There is no price change this week. The market is quiet; the weather, up to to-day, has been a trifle unseasonable for trading. New butter continues to come in fairly freely, and any shortage there is is met by storage stocks. This was purchased early and has a tendency to hold prices low.

Butter—		
Creamery prints, fresh made	0 31	0 33
Separator dairy, choice	0 28	0 32
Dairy prints, lb.	0 26	0 28
Bakers'	0 22	0 23

CHEESE.—The market is quiet but this must not be taken to mean that there is no demand. As a matter of fact full grass cheese is slightly firmer and price is up about a quarter of a cent. Levels at the boards are a trifle lower

on late made stuff. For the most part trade is active though not heavy.

Cheese—
Large, per lb. 0 17½ 0 17½
Twins, per lb. 0 17½ 0 17½

EGGS.—New laids still continue scarce and good prices are being obtained. There are, of course, few coming. The storage situation is unchanged, except that the American market is anywhere from a cent to two cents easier. Strangely enough, however, the American market is correspondingly higher, and is a cent to two cents beyond last week. Export demand is heavy, and coupled with the scarcity which is felt here the condition of the market is strong. Domestic prices are unaltered.

Eggs—
New laids, specials, in cartons. 0 45 0 48
Extras, per lb. 0 33 0 35
No. 1, storage 0 30 0 31
No. 2, storage 0 25 0 26

POULTRY.—The list has firmed up, naturally and steadily, as it does about now, and impetus is given to the movement of higher prices for turkey by the demand for American Thanksgiving which falls next week. Supplies have been shipped across the border all of which has tended to firm up the market tone. Broilers are in better demand this issue.

Poultry—
Live. Dressed.
Old fowl, pound 0 08—0 10 0 13—0 15
Spring broilers 0 15—0 16 0 18—0 20
Old turkeys 0 12—0 13 0 15—0 18
Ducklings 0 09—0 10 0 17—0 18
Turkeys 0 15—0 16 0 21—0 22
Chickens 0 10—0 12 0 15—0 18

HONEY.—The situation shows no change. Trade is average.

Buckwheat, tins 0 07
Strained clover, 60-lb. tins 0 10½
Strained clover, in 10-lb. tins 0 11
Strained clover, in 5-lb. tins 0 11½
Comb honey, No. 1, doz. 3 00
Comb honey, No. 2, doz. 2 40

WINNIPEG

PRODUCE AND PROVISIONS.—

New-laid eggs are getting scarce and dear, but candled eggs in cartons are taking their place. Cheese is firm, and has again advanced. Butter prices are steady, with receipts of dairy becoming lighter. The setting in of real wintry weather will have a tendency to advance prices.

Hams—
Light, per lb. 0 18
Medium, per lb. 0 17
Large, per lb. 0 14 0 15
Backs, clear, per lb. 0 21

Bacon—
Breakfast, per lb. 0 17 0 20
Shoulders, per lb. 0 12 0 13
Dry Salt Meats—
Long clear bacon, light 0 19

Cooked Meats—
Hams, boiled, per lb. 0 26 0 27
Shoulders, boiled, per lb. 0 22 0 23
Barrelled Pork—
Heavy pork, per bbl. 20 00

Lard—
Tierces 0 13½
Pails 2 87
Cases, 5s 8 77
Cases, 3s 8 85

BUTTER.—

Butter—
Creamery 0 32 0 34
Best dairy 0 19 0 26
Cooking 0 12 0 15

EGGS.—

Eggs—
No. 1 fresh 0 30 0 31
Straight receipts 0 30 0 32

CHEESE.—

Cheese—
New, large 0 18
New, twins 0 18½

FRUIT AND VEGETABLES

(Continued from page 36.)

tario winter apples are selling well in barrels.

Fresh Fruits—
Ontario apples, bbls. 5 00 7 00
Tokay grapes, case 8 00
Malaga grapes, kegs 2 00
Valencia oranges, case 6 50
Grape fruit, case 2 50
California lemons 1 00
Coconuts, dozen 0 15
Pineapples, case 2 50
Bananas, bunches 11 00
Cranberries, Cape Cod, bbl. 0 04

VEGETABLES.—

Beets, per lb. 0 00½
Mint, per dozen 0 25
Radishes, per dozen 0 30
Onions, per dozen 0 30
Onions, Val., case 6 50
Onions, B.C., sack 2 50
Cabbage, per lb. 0 01
Peppers, per basket 0 75
Mushrooms 0 50
Carrots, per lb. 0 01
Turnips, bushel 0 45
Manitoba potatoes, local loads 0 55
Manitoba potatoes, sacked, carloads 0 50
Cucumbers, per dozen 0 25
Caulic, per lb. 0 55
Potatoes, bushel 0 04
Squash, per lb. 0 45
Turnips, bushel 0 04
Pumpkins, per lb. 0 04

FISH AND OYSTERS

(Continued on page 39.)

Turbot, bbl. 12 00
Green cod, No. 1, bbl. 9 00 10 00
Green cod, No. 2, bbls. 7 50 8 50

WINNIPEG

FISH AND POULTRY.—With colder weather there is a much better demand for oysters, and the market is well supplied. Several of the larger retailers here carry extensive lines of fish, and the public is realizing that fish is a wholesome, cheap food. With cold weather the market will be well supplied with coarse lake fish not at present obtainable.

Fresh salmon 0 13
Fresh halibut 0 09
Pickered 0 07½
Steak cod, per pound 0 07½
Lake Winnipeg whitefish 0 09
Finnan haddie 0 08½
Kippers, per box 1 75
Lake trout, per lb. 0 11
Bloaters, per box 1 50
Salt mackerel, 20-lb. kit 2 75
Smoked goldeyes, dozen 0 50
Oysters, gallon 2 50
Oysters, 3-gallon tins 7 00

Poultry—
Live—
Fowl 0 10
Roosters 0 09
Chickens 0 15
Turkeys 0 14
Ducks 0 10
Ducklings 0 12
Geese 0 10

THE EGGS WERE COOKED

Because 540,000 Chinese eggs were stowed too near the boiler room, the Japanese liner Aki Maru, which brought the shipment to Seattle, Wash., from the Orient, was libeled in the United States District Court for \$4,438 by the importer of the eggs here. The complaint alleges that the heat from the steamship's boilers so affected the eggs that they were unfit for sale by the time the vessel reached port.

Peter Murray, general merchant, Bennington, Ont., has sold to D. S. McLeod. Mr. Murray is moving into his new store on the Wharfedale Road, London, Ont.

NEW OFFICERS OF B. C. ASSOCIATION

Vancouver, B.C., Nov. 15.—At the annual meeting of the Retail Grocers' Association of Vancouver, held recently, new officers were elected for the coming year and many problems of importance to the trade were discussed. New officers were as follows: President, C. Clark; vice-president, A. A. Bain; treasurer, H. Morrow; secretary, re-elected, T. J. Corley; directors, E. A. Davy, Wm. Swindell, T. C. McTaggart, J. A. Henderson, S. McElory, A. Barker, S. Pritchard, and W. H. Walsh, the retiring president.

The report of the secretary showed that the finances of the association were in a satisfactory condition as compared with the direct reverse a year ago. It was also shown that new members have been coming in more freely during the past few months. As a result of the success with which the credit association is meeting in its work, a resolution was laid before the meeting that the present system be extended so as to embrace the entire province, and that it be affiliated with the credit department of the Dominion Retail Merchants' Association.

The secretary reported that both the short weight and Sunday selling nuisances were unabated. This same problem of short weights has been up before the association for some time past and the attention of the civic fathers has been called to it repeatedly, but still nothing is done.

Price-cutting discussion consumed considerable time at the meeting. It was stated that some retailers to-day were selling flour at less than wholesale cost. It was suggested at the meeting that a solution of this evil would be a law permitting manufacturers to fix a retail price on their goods.

Two resolutions from the Dominion Association were brought before the meeting. The first of these emphasized the necessity and importance of some government authorization for the many patriotic and charitable funds, and the second resolution pointed out the desirability of securing the most economical and efficient methods of distribution for these moneys which are being collected. Grocers at the meeting stated that they were approached almost every day by many people with subscription lists to various causes.

The Dominion Association will bring the two resolutions to the notice of the Dominion Government, while the local organization will take up the matter with H. H. Stevens, M.P.



FLOUR AND CEREALS



Manitoba Flour Very Firm

An Advance of Fifteen Cents in the East—Still Behind Wheat Levels—Oats Cheaper for Later Delivery—Bran Slightly Higher—Ontario Crop is Not Entirely Millable

MONTREAL

FLOUR.—The price of Manitoba flour was advanced 15c per barrel on Monday, which the mills considered warranted on account of the advance in wheat on Saturday and again on Monday. It is predicted that if the wheat market continues strong, that another advance will take place before long. It will be noticed that, with the ten cent advance of a week ago, Manitobas have advanced 25c in a week. It seems to be the policy of the mills to advance or drop their prices in small stages rather than in big steps as in the past. The mills report an exceptionally good demand for Manitoba flour. The market for winter wheat flour is stiffer on account of great scarcity. There are very few offerings, owing largely to Ontario mills having contracts with American buyers for a month or two of their output.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 10
Second patents	5 60
Strong bakers	5 40
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 75	6 00
90 per cent., in wool	5 25	5 50
90 per cent., in bags	2 40	2 45

CEREALS.—The tone of the market for rolled oats is firm under a steady demand both for domestic and country account. There is also an improved demand for export. The price is up to 2.55-2.65 for 90's in small lots.

Cornmeal—	Per 96-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	2 55
25 bags or more	2 50
Packages, case	3 90
Rolled oats in cotton sacks, 5 cents more.	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 96-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 90

FEEDS.—Advances took place this week in the price of bran, which jumped from \$21 to \$22, and in wheat moulee, which went up from \$29 to \$30. There is a very good demand for all lines of feeds with the exception of shorts, the price of which is unaltered. Usually at this time of the year, the demand is small for both bran and shorts, but this year the demand for bran is exception-

ally good—something the mills cannot understand. So heavy is the demand, the mills are unable to cope with supply.

Mill Feeds—	Per ton
Bran	22 00
Shorts	23 00
Middlings	27 00
Wheat moulee	30 00
Feed flour, bag	1 87½
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 65
Feed wheat, bag	1 70

TORONTO

FLOUR.—The price change in this market this week concerns itself with Ontario winter wheat, which is worth anything up to \$4.60 in car lots per bbl. Stocks are very scarce. Farmers have been, apparently, too busy with their fall jobs. Moreover, they are not anxious to sell. Presumably they think they will get better levels by waiting. Millers are sold up to their capacity on Ontario stuff. There is a good export demand too, and at present millers are not able to meet it. How long this condition will last is a question. Farmers may wait for those higher prices too long. They should remember that the crop was large and when it does come out it would tend to bear prices, even though quantities of it are unmillable.

Manitoba flour shows no increase in price here though there are those who think it ought to. Apparently it is consistently below the price of wheat. Mills have all the business they can take care of, and more. Export demand is particularly heavy. With regard to future prices on Manitoba the trade is in somewhat of a quandary. There is a huge lot of wheat to come out and that would naturally tend to decrease levels. On the other hand quality is not altogether too good and that influence might react the other way.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents	5 95	5 85
Second patents	5 45	5 35
Strong bakers	5 25	5 15
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.	5 00	4 40

CEREALS.—A good demand is the rule with most houses on practically all cereals. Both pot and pearl barley are

strong. Split peas find a big demand, too, and supplies are by no means heavy. Oats are very firm for spot but easier for later delivery. Thus December option is quoted at 38, while spot is worth 43.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	2 55	2 75
Commel, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.		2 50
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		2 85
Oatmeal, granulated, 98 lbs.		2 85
Peas, Canadian, boiling, bush.		3 00
Peas, split, 98 lbs.		6 00
Rolled oats, 90-lb. bags		2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.		3 00
Whole wheat flour, 98 lbs.		2 50
Wheatlets, 98 lbs.		3 25

FEEDS.—Bran is firmer and higher. Slightly on a fairly good demand. Other lines show no change from our report of last week.

Mill Feeds—	Mixed cars.	Ton per ton
Bran	21 00	27 00
Shorts	23 00	24 00
Middlings	25 00	26 30
Feed flour, per bag	1 50	1 55
Oats—		
No. 3, Ontario, outside points	0 39	0 40

WINNIPEG

FLOUR.—Flour sales for export are moderate; domestic demand normal.

Flour—	
Best patents	5 80
Bakers	5 30
Clears	4 60
XXX	3 50
Rolled oats, 80 lbs.	2 20
Oatmeal, standard and gran., 98 lbs.	2 70
Commel	2 25

TRADE NOTES

The J. S. Richardson Co., Tilbury, Ont., are putting in a modern front in their store.

McKenzie's general store at Pasadena, ten miles east of London, Ont., was destroyed by fire recently.

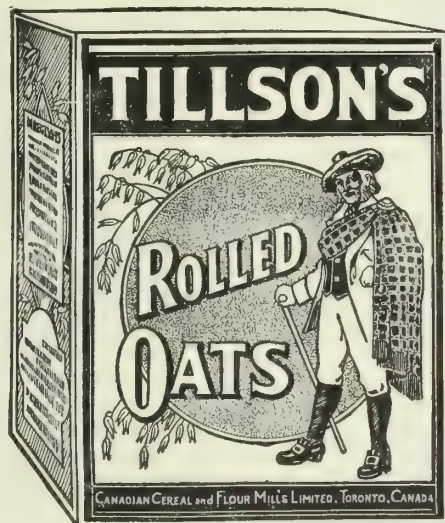
Now that the military camp is over at Niagara-on-the-Lake, Ont., the grocery and meat stores have resumed their early closing and no business is done after seven o'clock in the evening except on Saturday nights.

Merchants of Ridgetown, Ont., have asked the City Council to replace tie posts for farmers' horses on Main St. Their plea was to encourage the farmers to deal in Ridgetown. The Mayor granted the request.

TILLSON'S OATS

in the Square Package

Have proven to be the favorite with the consumer. We have no coupons in our packages. Stock the brand that meets public approval.



Tillson's "Scotch" Fine Cut Oatmeal AND Tillson's "Scotch" Health Bran

are both trade-builders. They show a
good margin of profit. Stock them.

FREE WINDOW DISPLAYS
Advertising these three products
sent free upon request.

Canadian Cereal and Flour Mills Co.
LIMITED

Cable Address: "Cancereal"

TORONTO



Here they are—the kind you have been looking for—the kind of goods that mean continuous sales

The growing demand for *Pimento Relish, Sweet Mustard Relish and Chili Sauce*, Lytle's most popular and easy-selling lines—is positive evidence that these three creations are going to prove big profit-makers for Grocers this Winter.

The Lytle record for purity and high-grade quality has been well lived up to in the manufacture of this popular trio.

Each bottle sealed with the Anchor Cap, guaranteeing contents being fresh and pure, and insuring against loss through spilling, imperfect sealing, etc.

A trial order will number you among the many progressive dealers who find the three Lytle Leaders their very best selling lines.

Why not put it through now?

T. A. Lytle & Co.
LIMITED

Sterling Road, - Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER

Size	ROYAL BAKING POWDER	
	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

WHITE SWAN SPICES AND CEREALS, LTD.

		Per doz.
5c Tins, 4 doz. to case,	weight 10 lbs.	\$ 0 49
4 oz. Tins, 4 doz. to case,	weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case,	weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case,	weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case,	weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case,	weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case,	weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case,	weight 80 lbs.	9 50

DOMINION CANNERS, LIMITED

Aylmer Pure Jams, 16 oz. Jars		Per doz.
Strawberry, 1914 pack		\$2 20
Raspberry, red, heavy syrup		2 10
Black currant		2 10
Red currant		2 10
Peaches		2 10
Pear, Bart.		2 10
Aylmer Pure Jellies		
Red Currant		2 10
Black Currant		2 10
Crabapple		1 45
Raspberry and red currant		2 10
Raspberry and gooseberry		2 10
Plum jam		1 85
Green Gage plum, stoneless		1 85
Gooseberry		1 85
Grape		1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 10

COUPON BOOKS — ALLISON'S

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED

100 books and over, each 0 03½
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, ½ cent.

CEREALS

Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.		4 00
King's Food, 2 doz. to case, weight 95 lbs.		5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.		3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.		3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.		3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.		3 00

WHITE SWAN Per case

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$3 00
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COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate)

Supreme chocolate, ¼'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Ingredients for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00

Chocolate Confections. Per doz.

Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

SOPADE

*The Widely Used
Water Softener Now
Made in Canada*

SOPADE, though not originally a Canadian product, long has enjoyed a wide sale throughout the Dominion. Housekeepers everywhere, even those most loyal to home products, use it continually.

The reason is, Sopade meets the need for an *effective, harmless* water softener. It softens the hardest water as soft as rain, but, unlike many softeners, it does not injure. The tenderest skin can be washed safely in water softened by Sopade.

Sopade has so many friends among the grocers and housewives in every province that we are proud to say it now is being made by us, and in our new factories at Hamilton, Canada.

The Procter & Gamble Distributing Co.

of Canada, Ltd.

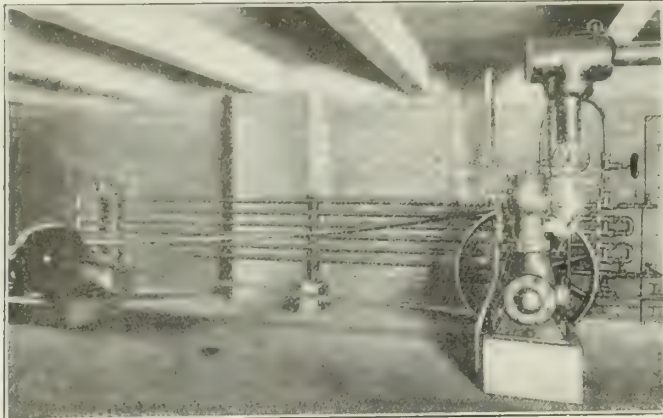
Hamilton, Canada

Send for Sopade advertising matter for your local use.



Other Procter & Gamble products made at Hamilton, Canada, include Ivory Soap, Gold Soap, P. AND G.—The White Naphtha Soap, Pearline and Crisco.

Arctic Ice Machine



will be a tremendous relief this summer, and will help you to a bigger bank account.

Just WHY an ARCTIC, we can best explain by letter. In justice to both of us you should write for complete particulars.

We leave the rest to your good judgment, and whatever you decide, you'll be under no obligation to us. Fair, isn't it?

Ask for Bulletin 2-B.

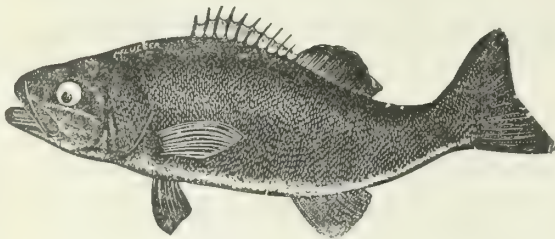
The Arctic Ice Machine Co.

The W. A. FREEMAN Co., LIMITED
HAMILTON, CANADA

Canadian Representatives.

Port Arthur, Ont.

47 William St.,
Montreal, Que.



Expected arrivals for next week:

Finman Haddies, Fillets, Kippers, Bloaters, Ciscoes, Salted Cod, Herring and Mackerel.

Halibut, Qualla and Cohoe Salmon. Other lines of fresh, salted, smoked and frozen fish.

Inquire about salted and frozen **LAKE HERRINGS**.

Let us add you to our rapidly growing list of satisfied customers.

J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street

TORONTO, ONT.

Norwalk water, No. 1, 5-lb. boxes	0 32
Norwalk water, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 50
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 50
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hamann, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz., 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND

EVAPORATED MILK

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved Per case

Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each, 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Royal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Coffee and Milk, each, 2 doz.	4 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

1 lb. tins, 1 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE	
1 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
--	------

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

MINTO BROS.

MELAGAMA COFFEE

Ret.	Whol.
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)

M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50 lb. tins.	

FLAVORING EXTRACTS

WHITE SWAN FLAVORING

EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE
Special Delivered Price for Canada

1/2 oz. (4 doz. case), weight	
9 lbs., retail each 15c	\$1 35
1 oz. (4 doz. case), weight	
14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight	
15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight	
17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight	
17 lbs., retail each \$1.60	13 25
Pint (1 doz. case), weight	
29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight	
53 lbs., retail each \$5.50	45 00
Half gallons, each, retail	
each, \$10	7 50
Gallons, each, retail	
each, \$18	14 50

GELATINE

Knox Plain Sparkling Gelatin (2-qt. size), per doz.	1 30
Knox Acidulated Gelatin (Lemon flavor), (2-qt. size), per doz.	1 30
Clark's Instant Powdered Gelatin (2-qt. size), per doz.	1 10

W. CLARK, LIMITED,
MONTREAL

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.00; 2s, \$2.50; 6s, \$18; 14s, \$87.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.00; 2s, \$2.50; 6s, \$18.	
Boiled Beef, 1s, \$2.00; 2s, \$2.50; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$2.00; 2s, \$2.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.00; 2s, \$2.50.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.00; 2s, \$2.50.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.00.	
Lambs' Tongues, 1/2s, \$1.50; 1s, \$2.00.	
Sliced Smoked Beef tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.	

Oval

APPLE Picking BASKETS

$\frac{1}{2}$ Bushel and $\frac{3}{4}$ Bushel

Prompt Shipments.

ORDER NOW.

Walter Woods & Co.

Hamilton - Winnipeg

Highest Class Oysters

LONG ISLAND NATIVES

Packed in Coast Sealed Containers.

1s, 3s and 5s.

Packed in cases with crushed ice.

**Prices: 3s, \$4.95; 5s, \$8.25;
1s, \$1.70**

Why pay more? We guarantee the
quality the finest coming to Canada.

White & Co., Limited

Wholesale Fish and Oysters
TORONTO

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

Lemon Bros.
OWEN SOUND, ONT.

New Messina Lemons

Due November 1st
Order ahead these brands:

**"St. Nicholas"
"Queen City"
"Puck"
"Kicking"**

They will be among the first arrivals.

J. J. McCabe
Agent
TORONTO



You get a better profit, you satisfy your customers and get repeat business on White Swan Pure Food Products. It pays to buy better goods.

**White Swan [Spice and] Cereals, Limited
TORONTO**

Like the onward march of the glacier, the force of example is irresistible, but infinitely slow. Advertising, however, is like the snowstorm that covers the country in a single night—but don't forget that if you want to keep the country covered you have got to keep the snow falling or the heat of competition will melt it.

Sliced Smoked Beef, glass, 1/4s.
\$1.25; 1/2s. \$1.50; 1s. \$2.75.
Tongue, Ham and Veal Pate, 1/2s.
\$2.20.

Ham and Veal, 1/2s. \$1.
Potted and Baked Meats, tins
Beef, Ham, Tongue, Veal,
Game, 1/4s. 50c; 1/2s. \$1.
Potted Meats, Glass, Chicken,
Ham, Tongue, 1/4s. \$1.25.
OX Tongues, tins, 1/2s. \$2.40; 1s.
\$5.00; 1 1/2s. \$8; 2s. \$10.
OX Tongues, Glass, 1 1/2s. \$9.75;
2s. \$12.

Mince-meat, Hermetically Sealed
Tins, 1s. \$1.25; 2s. \$2.40; 3s.
\$3.40; 4s. \$4.30; 5s. \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7 1/4c lb.
In Glass, 1s. \$2.25.
Plum Pudding, 1s. \$2.30; 2s. \$2.50.
Clark's Peanut Butter — Glass
Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85.
50 lb. Pails, 15c.

Clark's Peanut Butter Pails 25
lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz.
\$1.35; 12 oz. \$1.90; 16 oz. \$2.40;
1 gal. jars, \$1.30; 5 gal. jars,
\$1.25 per gal.
Pork & Beans, Plain Talls, 1
60c; 2, \$1; 3, \$1.40; 6, \$4.50;
12, \$7.25.
Individuals, 50c doz.

Pork & Beans, Tomato So. Talls,
1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50;
12, \$7.25.
Individuals, 50c doz.

Pork & Beans, Tomato Flats, 1, 60c;
2, \$1; 3, \$1.15.
Individuals, 50c doz.

Pork & Beans, Plain Flats, 1,
60c; 2, \$1; 3, \$1.15.

Vegetarian Baked Beans, Tomato
Sauce, Talls, \$1.15.

Clark's Chateau Concentrated
Soups, 95c.

Clark's Chateau Concentrated
Soups, No. 1, Assorted, 95c.

Spaghetti with Tomato and
Cheese, 1s. \$1.30 doz.
Fluid Beef Cordials, 20 oz. btl.,
\$10 per doz.

English Plum Puddings, 1s. \$2.30
doz.; 2s. \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS
L'Admirable, 50 btlcs, litre,
cs. 5 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE
La Savoureuse, 50 btlcs.,
cs. 8 00

NATURAL MINERAL WATER
Evian, Source Cachat, 50
btlcs, cs. \$9 00

**IMPORTED GINGER ALE
AND SODA**

Ginger Ale, Trayders, cs. 6
doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6
doz., splits, doz. 0 95

Club Soda, Trayders, cs., 6
doz. pts., doz. 1 05
Club Soda, Trayders, cs., 6
doz. splits, doz. 0 95

BLACK TEAS
Victoria Blend, 50 and 30-
lb. tins, lb. 0 38
Princess Blend, 50 and 30-
lb. tins, lb. 0 35

JAPAN TEAS
H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30

COFFEES
Victoria, Java and Mocha
Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha
Blend, 5, 10, 25, 50-lb.
tins, lb. 0 32
Princess, Java and Mocha
Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT
Miller of Milwaukee, cs. 2
doz., cs. 4 25
Miller of Milwaukee, brl. 8
doz. brl. 16 20

**BOAR'S HEAD LARD
COMPOUND**

N. K. FAIRBANK CO., LTD.
Tins, 60 lbs. 0 10 1/2
Tubs, 20 lbs. 0 10 1/2
Tins, 20 lbs. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2

7/8s. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2

7/8s. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2

7/8s. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2

7/8s. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2

7/8s. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2

Cases, 3 lbs., 20 to case .. 0 11 1/2
Cases, 10 lbs., 6 to case .. 0 11
F.O.B. Montreal.

MUSTARD
COLMAN'S OR KEEN'S
Per doz. tins

D. S. F., 1/4-lb. \$ 1 00
D. S. F., 1/2-lb. 2 50
D. S. F., 1-lb. 5 75
F. D., 1/4 lb. 0 55

Per jar
Durham, 1-lb. jar 0 98
Durham, 1-lb. jar 0 21

JELLY POWDERS
WHITE SWAN SPICES AND
CEREALS, LTD.

Raspberry 0 14
Strawberry 0 14
White Swan, 15 flavors, 1
doz. in handsome counter
carton, per doz. \$ 6 50

Last Price

SPICES
WHITE SWAN SPICES AND
CEREALS, TORONTO.

Drudge
Canister 4 oz.
Round Pkgs.

Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins,
85c

Cayenne 0.90 0.90
Celery Salt
Celery Pepper
Cinnamon 0.90 0.90
Cinnamon, 1 oz., Bag-
ots, 45c

Cloves 0.90 0.90
Curry Powder 0.90 0.90
Ginger 0.90 0.90
Mace 0.90 ..
Nutmegs 0.90 ..
" Whole, 5c. Pkgs.,
45c

Paprika 0.90
Pepper, Black 0.90 0.90
Pepper, White 1.10 1.10
Pastry Spice 0.90 0.90

Pickling Spice (Win-
dow front) 0.75
Dozens to case 4 4

Shipping weight, per
case 10 lbs. 17 lbs.

WHITE SWAN LYE
Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35

Shipping weight 50 lbs. per case.

**THE CANADA STARCH CO.,
LTD., EDWARDSBURG
BRANDS and**

BRANTFORD BRANDS
Laundry Starches—

Boxes Cents
40 lbs., Canada Laundry .. .06 1/2
40 lbs., boxes Canada white
gloss, 1 lb. pkg.06 3/4
48 lbs. No. 1 white or blue,
4 lb. cartons07 1/4
48 lbs. No. 1 white or blue,
3 lb. cartons07 1/4
100 lbs., kegs, No. 1 white
200 lbs., bbls., No. 1 white
80 lbs., Edwardsburg silver
gloss, 1 lb. chrome pkgs.
48 lbs., silver gloss, in 6-lb.
tin canisters08 1/4
36 lbs., silver gloss, 6-lb.
draw lid boxes08 3/4
100 lbs., kegs, silver gloss,
large crystals07 1/4
28 lbs., Benson's Satin, 1-lb.
cartons, chrome label07 1/2
40 lbs., Benson's Enamel
(cold water), per case... 3 00
20 lbs., Benson's Enamel
(cold water), per case... 1 50
Celluloid—boxes containing
45 cartons, per case 3 60

Culinary Starch
40 lbs. W. T. Benson & Co.'s
prepared corn07 1/2
40 lbs. Canada pure corn
starch06 1/2
(120-lb. boxes 1 1/4c higher.)
Casco Potato Flour, 20-lb.
boxes, per lb.10

BRANTFORD STARCH
Ontario and Quebec
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1 lb. cartons, boxes of 40
lbs.06 3/4
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. .07 1/4
Barrels, 200 lbs.06 3/4
Kegs, 100 lbs.06 3/4
Lily White Gloss—
1-lb. fancy carton cases 30
lbs.07 1/2
8 in case08

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

In buying **KETCHUP**

remember Upton's give 125
per cent. of ketchup value
for your dollar.

Try It and See

It is packed in standard
packages at popular prices.
Get it from your jobber or
write us if he cannot sup-
ply you.

The T. Upton Co., Limited
ST. CATHARINES

Florida Grape-Fruit

Extra Fancy, Smooth, Heavy Fruit, all
sizes.

California Emperor and Malaga Grapes

Let us put some of these to one side for
you for later shipment. The quality of
both is very fine.

Apples

Ontario barrel pack. Let us quote you
on good winter varieties.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH

and

NORTH BAY

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.
Ingersoll Ontario

2500 to 3000

Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car, 45,000 pounds.

A. M. TARRABAIN & BRO.,
9943-5 Whyte Ave. E., Edmonton, Alta.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

McCASKEY ACCOUNT REGISTER — 200 ACCOUNTS; perfect condition; used 6 months; complete with all supplies. Cost \$120.00; a bargain, \$85.00 cash. P. J. Lindenman, Plattsville, Ont. (5-12)

FOR SALE—GENERAL STORE IN NEW town 20 miles from nearest opposition. Stock, fixtures and building \$5,000.00. Annual turnover \$40,000.00. A1 buy for a live wire. Closing out branch store, reason for selling. Apply Box 152, Castor, Alta.

WANTED

WANTED — FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. P. Harvey & Co., Windsor, Ont.

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 117, Canadian Grocer. (tf)

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"
Placido Costa & Co.
MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

KINDLY MENTION
THIS PAPER WHEN
WRITING ADVERTISERS

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

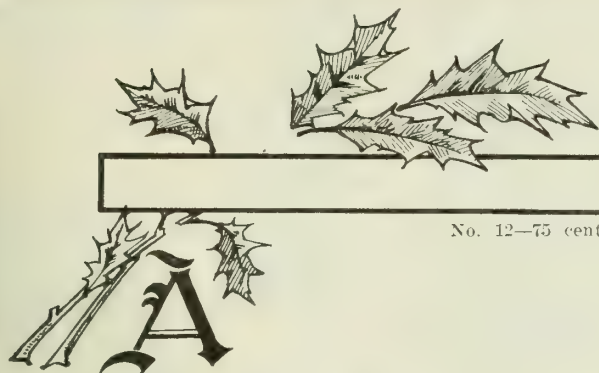
The "want ad." is the great force in the small affairs and incidents of daily life.

GOOD BROOMS AT LOW COST

Our Brooms are all made in Canada from the finest American Corn. We have them to retail at 25c. to 60c. Our 25c. line is better than some selling at 60c.

WRITE FOR PARTICULARS AND PRICES

AMERICAN BROOM WORKS - - ST. BAZILE DE PORTNEUF, P.Q.



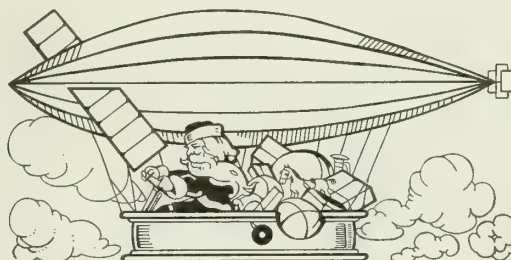
No. 12—75 cents.



No. 13—40 cents.



No. 14—50 cents.



No. 15—50 cents.



No. 16—50 cents.



No. 17—75 cents.

Increase the Value of Xmas Ads.

G. K. Chesterton once wrote goodness knows how much about the appeal of "little pictures." A picture in an advertisement catches the eye—then, if your copy is good, you've got the customer.

Put the Christmas note into advertising by the use of one or more of these illustrations. Advertisements will "pull" better.

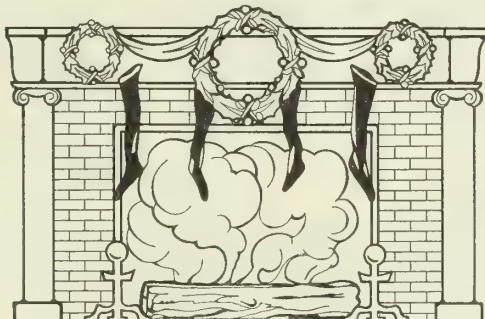
Select the cuts you desire—order by number. Remit the price with your order.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. A good investment.

CANADIAN GROCER, 143 University Avenue, Toronto



No. 18—50 cents.



No. 19—50 cents.



No. 20—50 cents.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR
White Beans
and
Evaporated Apples

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone

HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker

Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

A want ad. in this paper will
bring replies from all
parts of Canada.

W. H. Escott Co.,
LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

WILLIAM THOMAS & CO.

GENERAL PROVISION
COMMISSION AGENTS
... AND BROKERS ...

29, Tooley Street, - London, S.E.

Having a large connection throughout the United Kingdom, we can secure the highest returns for consignments or passage of sales of Frozen Meats, Provisions, Tinned Meats, Tinned Milk and general Dairy Produce. The present is an exceedingly opportune time for the sale of Colonial goods in England. We invite correspondence.

Cable Address: Prodairos, Tooley, London
A.B.C. Code, 5th edition, used.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation to fill, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

NOTICE TO MANUFACTURERS

of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast. If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers

Office and Warehouse : 309-311 King St. West, Toronto

IT SELLS BETTER

the second time.

That is because

MAPLEINE

once used is always used.



Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKLEY'S KNIFE POLISH

20-102-20-102



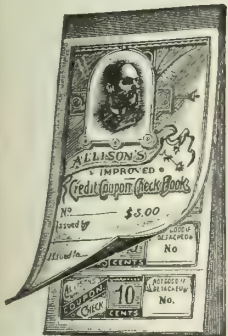
JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors

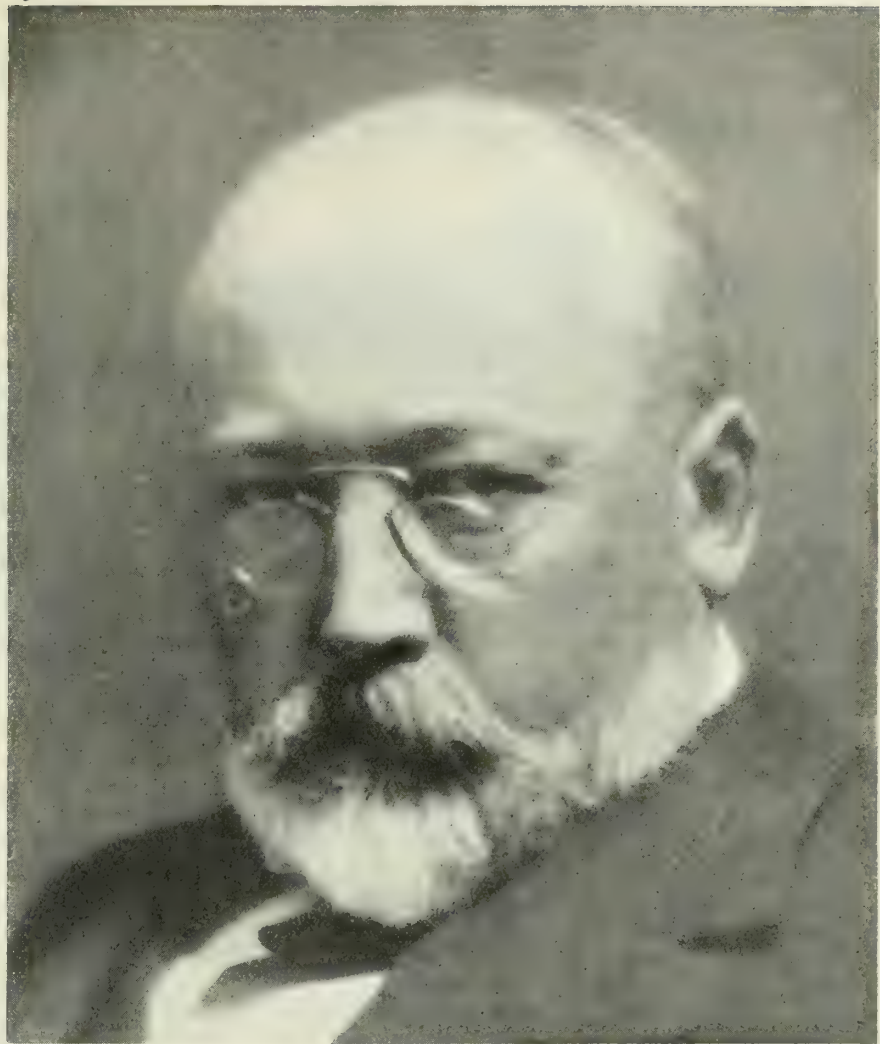


Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping.

THEREFORE
SAVE MONEY.

Write Your Jobber or

ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.



"It has always been a profound belief
of mine that the things which people
regard as next to impossible are the
easiest things to do. Consequently I
have always set myself out to perform
the next-to-impossible wherever I have
run against it."

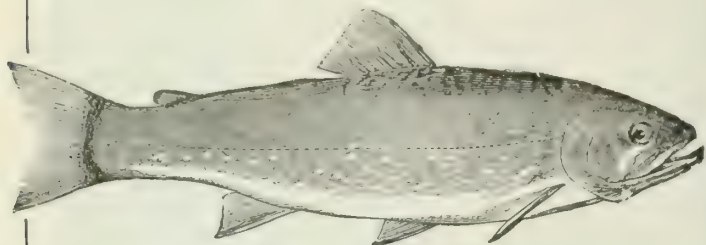
The Secret of Van Horne's Success

A splendid article by C. Lintern Sibley, on
the life and success precepts of Sir William
Van Horne in

November
MACLEAN'S MAGAZINE

The MacLean Publishing Company, Limited
143-153 University Avenue - - - Toronto, Ontario

*Caught in Canadian Waters
by Canadian Fishermen*



*Processed
and Packed by
Canadians.*

*Transported
by Canadian
Companies.*

Everything is Canadian between your Customer's table and the waters of "Old Atlantic" that yield the delicious

Brunswick Brand Sea Foods

There's no better fish in the world than those obtained in the Canadian waters of the Atlantic; no better facilities for packing them than are at our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of a quality which Canadians are proud to own, and best of all, they represent an entirely Canadian product.

Stock up with Brunswick Brand $\frac{1}{4}$ Oil Sardines, Kipperd Herrings, Herrings in Tomato Sauce, Finnan Haddies (oval and round tins), Clams and Scallops. Satisfy the masses of Canadians and give employment to Canadians.

ORDER TO-DAY.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



INCREASE YOUR TRADE

BY

**Modern Show Card Lettering,
Designing, Etc.**



SIXTH EDITION---NOW READY

**WITH THIRTY-TWO ADDITIONAL PAGES
TO THAT OF FORMER EDITIONS**

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

**Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering**

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

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Get our prices
on
the following:

Currants
Californias
Sultanas
Malagas
Evaporated Fruits
Prunes
Peels
Shelled Nuts
Whole Nuts
Peanuts

Phone, Write or Wire
at our expense.

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul St.

MONTREAL

Tel. Main 3766



**“A PERFECT COFFEE in a
PERFECT PACKAGE”**

is how an Enthusiastic Merchant Describes

Gold Standard

**“THE CHAFFLESS
COFFEE”**

IN VACUUM SEALED TINS

Recommend it to your customers—its palate-pleasing properties will enhance your reputation as a “Quality Grocer.”

Half, one and two-pound vacuum sealed tins.

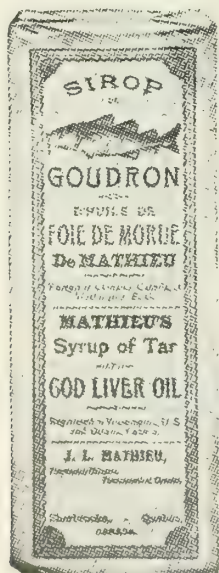
THE CODVILLE COMPANY, Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., Proprietors

SHERBROOKE, QUEBEC



All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$1.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.



Tuckett's

T & B Myrtle Cut

For 50 years T and B Myrtle Cut has been the true friend of the veteran smoker—the man who delights in the smooth, cool, sweet flavor of the well-aged, sun-cured Virginia leaf. Win the trade of the head of the house by stocking his favorite blend, one of the Tuckett three—"Myrtle Cut," "Orinoco" or "Our Seal"—a tobacco for all stages of smokers.

Order from your wholesaler.

When You
Think of
PANCAKES,
Think of
FIVE ROSES

From
Actual
Photo



IT IS the great Canadian staple—a consistent source of retail profits—because of its amazing versatility. It is the one flour milled in Canada that answers unfalteringly every baking question. This, perhaps, is its greatest selling point in consuming eyes. Particularly at this season, in the making of millions of pancakes, griddle cakes and fried cakes, it is proving its worth. Every new culinary adventure in which FIVE ROSES plays the leading role rivets anew the consumer to YOUR store. So sell the brand that scores the highest at every point—

Five Roses[★]

FLOUR *for Breads-Cakes
Puddings-Pastries*

IT is what it makes that compels a flour's repeat sales. Now think that the FIVE ROSES Cook Book in nearly a quarter million Canadian homes is daily suggesting, achieving new successes. This silent, efficient force—that costs you NOTHING, since it is inseparable from the brand FIVE ROSES—is constantly at work in the consuming masses. It is helping to make FIVE ROSES easier to sell and repeat than any other bread-and-pastry flour milled in Canada. You only make a profit when you make a sale. Will you not let FIVE ROSES help you sell more flour?

Ask your Jobber or write Nearest Office.

LAKE OF THE WOODS MILLING CO., LIMITED

"The House of Character"

MONTREAL

Toronto,	Ottawa,	London,	St. John,	Sudbury,
Winnipeg,	Keewatin,	Vancouver,	Calgary,	Medicine Hat

When You
Think of
GRIDDLE CAKES
Think of
FIVE ROSES

From
Actual
Photo



FEATURING—SELLING HOME BAKING MATERIALS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE: TORONTO, NOVEMBER 26, 1915

No. 48



TODHUNTER'S
T&M
PURE
COCOA

**Absolutely
Pure**

Here is a good Seller—

Pure Cocoa put up in the most attractive and useful package on the market—Can be sold at a reasonable price.

Always uniform in quality—Is sure to please consumers.

The memory of quality lingers when prices are forgotten.

TODHUNTER, MITCHELL & COMPANY

Importers and Manufacturers

Toronto, Ont.

Winnipeg, Man.



11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-

cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Lantic Sugar

Is your sugar business on the right side of the ledger?

Sugar is one of the items in your business that perhaps you have never checked up.

It might surprise you if you kept track of all the broken paper packages on account of which considerable of your profit is wasted in the course of a year.

It is no secret that it takes an all mighty lot of patience and care to get 20 5-lb. bags or 50 2-lb. bags out of a hundred-pound sack. It takes time, too, and valuable time very frequently.

Why not try the Lantic way—Sell sugar in original packages. Your responsibility ceases once you pass these packages over the counter to your trade.

We stand back of every pound sold. The quality, the weight, the cleanliness and the purity are all guaranteed.

If you haven't tried the modern way of handling sugar, let a few cases of Lantic demonstrate the possibilities.

Order from your wholesaler.

Atlantic Sugar Refineries, Limited

MONTREAL

ST. JOHN



You can bank on these

“Codou’s” Macaroni

They are the kind of high-grade products whose established selling qualities have built up bigger business for progressive dealers.

—acknowledged by experts to be a perfect paste product—is favorably known in every part of Canada. Made of finest selected wheat, Codou’s quality and wholesomeness has made it a “special” in the quick-selling line.

“Thistle Brand Fish”

is going to be a splendid seller during the coming weeks of Advent. Pushing them will not only win you bigger profits, but create the confidence which is the only sure way to permanently build up business and profits.

Fill up your stock of both these lines to-day.

Arthur P. Tippet & Co.

Agents

MONTREAL

TORONTO

Incomparable

—that one word best describes the purity and selling quality of

Borden's Eagle Brand Milk Products

Their impeachable purity and business-building reputation make them the "sure thing" to feature for quick, profitable winter selling. Appetizing and wholesomely delicious, Borden's Milk Products can be confidently recommended to your very best customers.

Pushing the Borden Line insures you against customer dissatisfaction; the Borden Quality will create that confidence which means bigger and better business.

Feature Borden's "Eagle Brand" from now on. A display in your windows, counter, or show case will make all the difference in the world in your sales.

Begin to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



SUN-KIST Seeded Raisins are **NOT PACKED** by any association or combination of growers or packers like thousands of other brands are. They **ARE PACKED** by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the **WAY THEY SELL** but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. **ASK THEM**

"SPECIALS"

	Doz.
Finest Refugee Beans, 2s (c/s 24)	85c
Cherry Grove Molasses, 2-lb. Tins (c/s 36)	95c
(Freight paid in 5-case lots)	

	Per Tin
Finest French Packed Olive Oil—Ex Virgin—1/2-Gal. Tins (20 to case)	\$1.10
Finest French Packed Olive Oil—Ex Virgin—1-Gal. Tins (10 to case)	2.15

ROWAT'S OLIVES—

	Per Doz.
D.W.C., Peacock, 12-oz. (Manz)	\$1.50
16-oz., Oval Superior Queen... ..	2.25
ROWAT'S PICKLES—A Few Casks,	
20-oz., Lever Tops, Mixed, Chow and Onions	2.00

Warren Bros. & Co.
LIMITED

Queen and Portland Streets
TORONTO, ONT.



Look at the difference

You cannot help but notice it. Other dealers, too, were inclined to be skeptical, but a trial convinced them of the additional selling value that the **ANCHOR CAP** gives to a line of bottled goods. Where before there was lack of customer confidence (owing to doubtful sealing), loss through spilling, muss, etc., etc., the Anchor Cap gives absolute security, preserving contents in a way that leaves no doubt regarding their freshness.

Think what this means to you—to prevent loss of profit in spilled goods or dissatisfied customers.

It is well worth while to have your next supply of bottled goods sealed with Anchor Caps. Your wholesaler can supply them on any line whatever.

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. W., Foot of Dovercourt Road

TORONTO, CANADA



OUR CANNED FRUITS RECEIVED THE

GRAND PRIZE

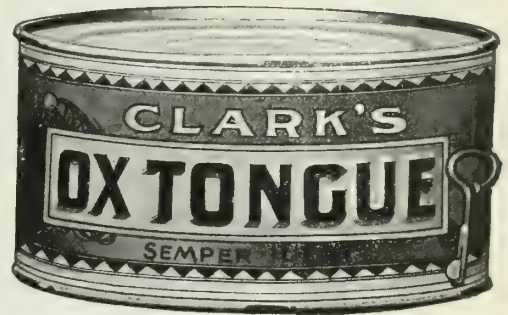
AT BOTH CALIFORNIA EXPOSITIONS

This is the Highest Possible Award



PACKED WHERE THEY RIPEN THE DAY THEY'RE PICKED

Seasonable Goods



W. Clark, Limited, Montreal

The Children's Bread and Jam



never tastes so good as in cold weather when the ripping, romping lads and lassies come tearing into the house with half a dozen chums hungry as young cubs. And when mother comes to the timely rescue with great slabs of bread liberally besmudged with

E.D.S. JAM

there are several light hearts and watery mouths.

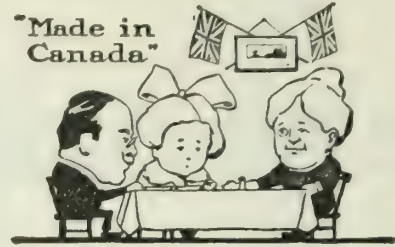
You know it, Mr. Grocer. You know the families with hungry young folk by the weekly order.

These are the families we would suggest offering E.D.S. Jam to in No. 4 and 5 tin pails. The cost to them is less and the convenience of not having to buy so often will be appreciated.

Encourage the daily use of E.D.S. Jam by large families. Order a few pails.

Made only by

E. D. SMITH & SON
WINONA, ONTARIO



The One Price Line is The Square Price Line

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

The Canadian Salt Co., Limited
Windsor, Ont.

BLACK JACK

**QUICK
CLEAN
HANDY**

**½-lb. tin—
3 doz. in case**



TRY IT

**SOLD BY
ALL
JOBBERS**

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

A "Made in Canada"
"SAUER KRAUT"

To the Retail Merchants of Canada:—

Dear Sirs:

We are now in a position to make deliveries of 1915 Pack Sauer Kraut of finest quality, in Sanitary Tins of the following sizes, namely: 2's, 2½'s, 3's and Gallons, also in bulk in 25 gallon barrels, or any other size required.

Our Canadian Sauer Kraut is fully guaranteed as to quality, and the price is right. It is packed by Canadians from the best variety of Cabbage grown in Canada.

Full particulars of prices and terms on application, or may be obtained through the Wholesale Trade.

Place your order now

Dominion Cannery, Limited
Hamilton, Ont.

Libby's

Holiday Desserts

Libby's Sliced Hawaiian Pineapple

Libby's Moist Mince Meat

Libby's Mince

Libby's Plum Pudding

Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.

GIpsy

Stove Gloss

sells well and pays well. True, there are other stove polishes, but consider the GIPSY selling points.

GIPSY quality guarantees permanent satisfaction; the price is no higher than any other but the profit on every gross you sell adds up to a larger total every year.

You can sell Gipsy easily, and easily sell more.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.



Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory

Thamesville, Ont., Canada

More Than Ever in a Class by Itself

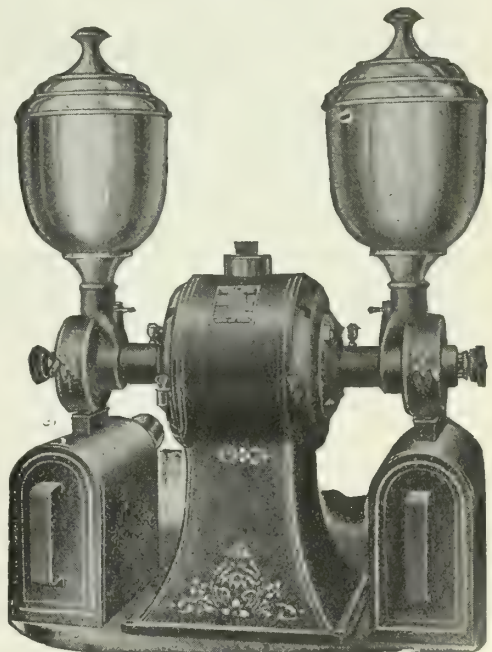
One of our
12 new
models.

Wouldn't
it be a
good idea
then to
look into
the Coles?

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Win-
nipeg; Todhunter, Mitchell & Co., Toronto; James Turner &
Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.;
L. T. Mewburn & Co., Calgary, Alta.

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

The best trade calls for our
Coffee. Surely you want
to get a grip on that trade.

CHASE & SANBORN
MONTREAL
High-Grade Coffees

—Winning the Buyer's Favor—

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

St. Lawrence

DIAMOND GRANULATED

The Canadian Standard of Quality

SYMINGTON'S

(Regd. Trade Mark.)

COFFEE ESSENCE

**PEEDS
ALES**

Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you

Thos. Symington & Co., London and Edinburgh

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



**MCLEOD'S
SPECIAL FLOUR**

IS ALWAYS
RIGHT

Quality Maintained

—therein lies the big secret of McLeod success. Every grain of wheat entering into the manufacture of McLeod's "Special" Flour must measure up to our standard of quality. Thus we eliminate any and every chance of the McLeod reputation being injured through use of inferior quality wheat. Ontario's finest Winter Wheat and Manitoba's best Spring Wheat, scientifically blended and milled, produces the peerless McLeod's "Special"—the uniform flour of quality. McLeod's has already been introduced to your customers through our extensive advertising. A little window display is all you require to reach a handsome profit therefrom. McLeod's "Special" is becoming the most popular household flour. It goes farther and gives that satisfaction that means dollars to the McLeod dealer.

ORDER YOUR STOCK NOW!

The McLeod Milling Company, Limited
Stratford, Ontario



CONCORD CANNING CO.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the packing.

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer. See to your stocks.

List of Agents:

R. S. McINDOE, Toronto.
WATSON & TRUESDALE, Winnipeg.
MARITIME FISH CORPORATION, LTD.,
Montreal.
W. A. SIMONDS, St. John, N.B.
H. C. JANION, Vancouver, B.C.



Results that count

Wonderful soap—the red label winner—has won the approval of the Canadian housewife solely on its merits.

All over the country, wherever displayed, it has lived up to its name—producing selling results that are truly wonderful, and giving service that never fails to create customers' confidence.

Wonderful Soap's neat red label will make an effective selling display in your window or show case.

Why not try it out to-day?

Guelph Soap Company
GUELPH ONTARIO

Your Brush Trade

Is it a profitable end of your business? Does it bring strong repeat demand? Is it building up desirable trade for you? Good brushes will do all this.

“KEYSTONE” BRAND BRUSHES

are made in a Canadian factory by skilled workers, using only such material as will result in hard-wearing brushes that give all round satisfaction to you and your customers.

Floor brushes, clothes brushes, shoe brushes, dust brushes, crumb brushes, shaving brushes, every kind of brush used in the home. Write for prices, etc.

STEVENS-HEPNER CO.

LIMITED

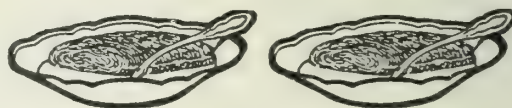
Port Elgin, Ont.

Get prices and information about the “Nugget” Brooms, and the rest of the famous Keystone line.

The Natural Demand

created by advertising based on the positive purity and goodness of the food and a fair selling policy will pay the grocer better in the long run than free deals or premiums of any kind.

Shredded Wheat



is a steady seller all the year 'round because it is the best advertised breakfast cereal on the market and because the shredding process is now recognized as the best process ever discovered for making the whole wheat grain digestible. It is ready-cooked and ready-to-serve. Always the same high quality and the same price.

MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario

(75-L)

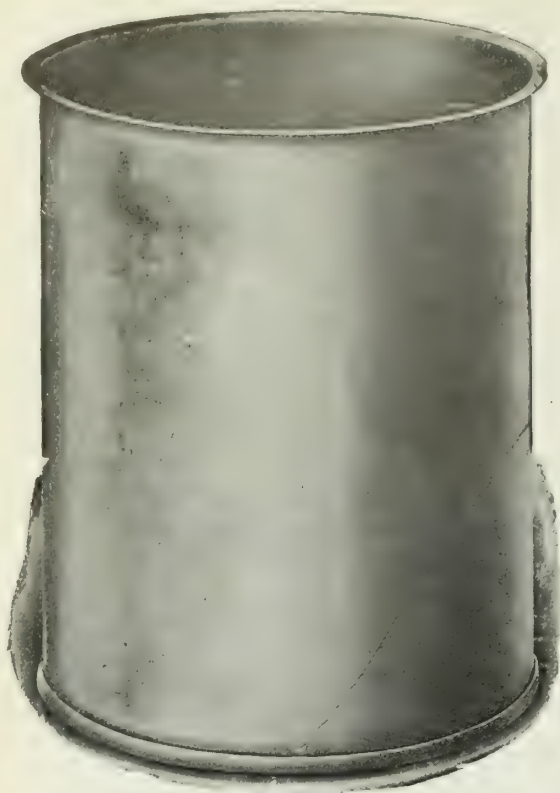
JAPAN TEA

flavor is on the
lips of critical tea-
drinking Canada

That delicious, wholesome flavor produced by centuries of tea cultivation under unequalled conditions in the Sunny Isle of Japan is being brought to the homes of all Canada by our consumer publicity campaign.

WHAT SHARE OF THIS TRADE
ARE YOU GETTING?

ORDER JAPAN TEAS FROM
YOUR WHOLESALER.



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

No. 24

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

Tobacco on the Niagara-Toronto Trek

"The stores along the march of the troops from Niagara to Toronto did a land-office business in tobacco, they tell me.

"There is no getting around the fact, lad, tobacco, if it's good, is in great demand by both soldier and civilian and they don't care where they buy it either or who buys it for them."

King George Navy

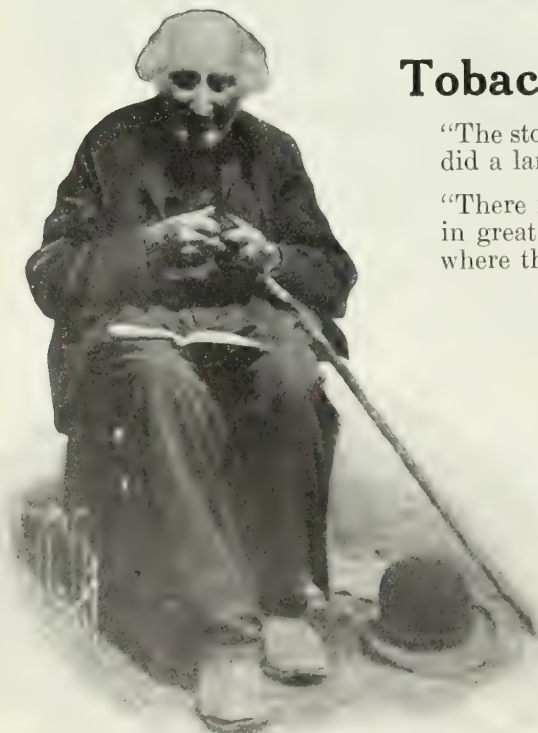
I think would be a mighty strong puller of the men's business for any grocery store. Once a man starts using it, I doubt if he would use any other. I know I would hate to be without it."

Every grocer should sell King George's Navy and push it the same as any line of groceries.



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg



Business is booming!



Toronto, Ont.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had a record crop, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, a great many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

Canada has, in proportion to population, greater exportable surplus of wheat this year than any other country in the world.

Millions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

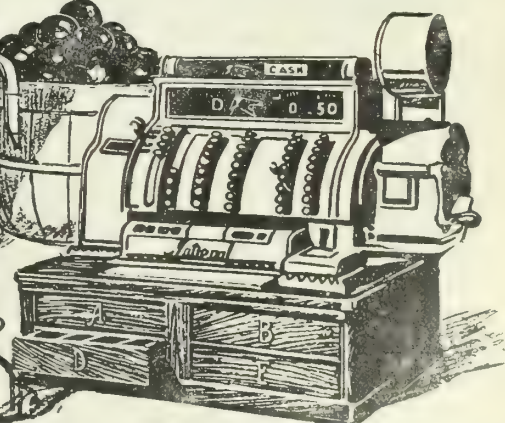
Over a million merchants have proved our Cash Registers to be a business necessity.

Last month the N.C.R. in Canada had the largest sales of any month in the past seventeen.

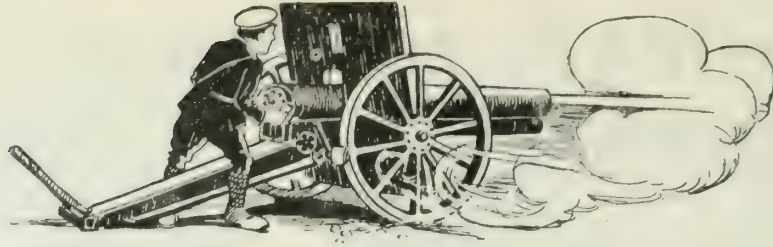
President of the
National Cash Register Co.

(Signed)

Wm H Patterson



Write for booklet to
National Cash Register Company
30 Christie Street, Toronto, Ont.
Agents in Every City



Firing out the first shot of the season

FROZEN FISH

We offer now—for immediate delivery, in lots of not less than 5 cases each:

FROZEN DORE @ 7½c per lb.
FROZEN CHICKEN HALIBUT @ 8c per lb.
FROZEN SALMON, HERRING, MACKEREL,
SMELTS, WHITEFISH, PIKE, etc.

FROZEN FISH

Get our late list, and order in time for Advent Season, from the old and reliable headquarters.

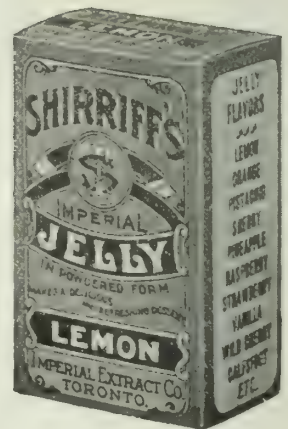
D. Hatton Company, Montreal

Established 1874

A Constantly Increasing Demand

The demand for Shirriff's Jelly Powder is constantly increasing, which is evidence that the public consider it an article of real merit.

Shirriff's Jelly Powder



is easy to sell. There's a good margin of profit in each sale. The turnover is quick, especially if you take advantage of the advertising display fixtures we supply.

If you are not handling Shirriff's Jelly Powder you cannot order a case too soon. Write us for a supply of our handsome window dressing material.

Imperial Extract Co., Toronto

Other Well-known Shirriff Products :

Shirriff's True Vanilla
Shirriff's Lemon Extract
Shirriff's Marmalade
Shirriff's Mincemeat.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

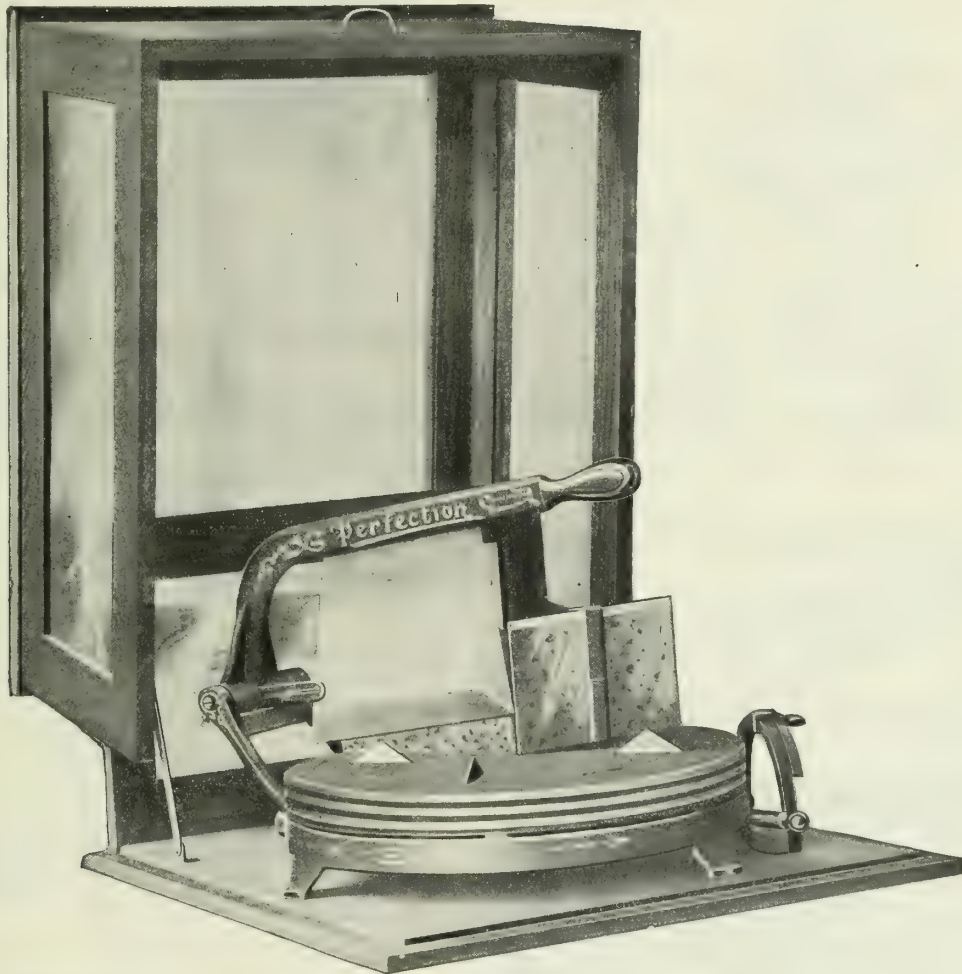
IT IS A CHEESE CUTTER WORTH HAVING.

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES
WITH CABINETS AND PEDESTALS.

**American Computing
Company**

HAMILTON, ONT.

IT
SAVES ITS
COST in a
few months and
lasts a lifetime.

BUY IT NOW.

IF
BUSINESS
is BAD or
GOOD, you
need A PROFIT-
SAVER.

BUY IT NOW.

Port Arthur, Ont.

47 William St.,
Montreal, Que.**SMOKED**Finman Haddies, Fillets,
Kippers, Ciscoes, Bloaters**SALTED**

Cod, Herring, Mackerel

FROZEN

Halibut, Qualla and Cohoe Salmon

SPECIALTY

Salted and Frozen Lake Herring

Ask for a price list.

J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street

TORONTO, ONT.

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS

With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

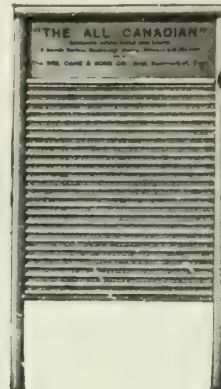
Write for Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin-Brereton Co., Limited, Winnipeg, Man.; A. N. Cowdry & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD
means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood—a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retail at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

BESIEGED!!**WITH ORDERS**

OUR LINE HAS INTERESTED
MERCHANTS!! MANUFACTURERS' AGENTS!! AND
JOBBER!!

THROUGHOUT THE DOMINION.

Increased business has forced us into larger factory, equipped with modern machinery and facilities to supply the demand.

"CANADA SOUPS"

are made in 16 varieties—put up in dressy packages, and retails at 5c. Absolutely distinct in flavors, containing required food values.



Canada Foods, Limited, Toronto

TEA

We now have a full line of New Season's Japans and now is the time to make your selections and buy.

Write us for samples and they will be cheerfully forwarded with the lowest possible quotations.

John Duncan & Co.

Established 1866

MONTREAL

COIN PURSES

(Our new penny piece)

NIGHT STICKS

WHISTLES

FLEXIBLE STICKS

CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL

Furnivall's

FINE
FRUIT
PURE JAM



A good, strong display of Furnivall's in your window, on your counter or shelves, will give a decided "Boost" to your jam sales during the winter months.

Furnivall's is a pure jam, manufactured from the very best Canadian fruits obtainable, and sweetened with the highest grade of Cane Sugar. Truly Canadian in every way, Furnivall's equals in every respect the most expensive imported jams.

Initial sales mean repeat business. Have you tried out Furnivall's yet? Get a trial shipment to-day and watch results.

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

Furnivall-New
LIMITED
Hamilton, Ontario

JAPAN TEAS

We have now in Warehouse the finest selection for several years past.

Splendid Cup Quality from 20 cents to 50 cents per lb.

5, 10, 20, 40, 80 lb. Boxes.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

MONTREAL

ESTABLISHED 1874

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

Like the onward march of the glacier, the force of example is irresistible, but infinitely slow. Advertising, however, is like the snowstorm that covers the country in a single night—but don't forget that if you want to keep the country covered you have got to keep the snow falling or the heat of competition will melt it.

YOU SHOULD KNOW! SHOULDN'T YOU? WHAT?

Something of the real value and quality of the goods you sell. It's **your** business you are building up. It is **your** judgment your customers must learn to depend on if you are to succeed as you hope to. They must learn that **your** recommendation of anything you sell can be relied on.

Now from **your** own knowledge can you tell your customers which brand of tea in your store is the best? Have **you** tried them all in your home?

Shouldn't you?

Won't you?

When you do, just tell your customers exactly what **you** think of Red Rose Tea. If you will we will send you a pound to make the test with.

Don't tell us what your opinion may be. We are willing to take all the chances.

T. H. Estabrooks Co., Limited
TORONTO

Extra Dollars Count

When trade is backward, advertised specialties help to keep the balance on the right side. All your best customers will use Sani-Flush; it saves disagreeable work and maintains a sanitary condition in the home.

Cash in on the advertising for

Sani-Flush
Cleans Water-Closet Bowls

A display in your store will encourage the purchase of this preparation. Each trial will make a constant user. Sani-Flush supplants nothing, but affords you a new profit.

The Hygienic Products Co.
Canton, Ohio, U.S.A.

Grocery Jobbers who sell Sani-Flush:

ONTARIO

John Sloan & Co., Berlin.
Geo. Watt & Son, Ltd., Brantford.
Gilmour & Co., Brockville.
Macpherson, Glasco & Co., Hamilton.
Edward Adams & Co., Ltd., London.
The F. J. Castle Co., Ltd., Ottawa.
Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Samia.
W. H. Gillard & Co., Sault Ste. Marie.
H. P. Eckart & Co., Toronto.
Perkins, Ince & Co., Toronto.
Eby-Blain, Ltd., Toronto.
J. F. Smyth Co., Windsor.

MANITOBA

The Codville Co., Ltd., Brandon.
The Codville Co., Ltd., Winnipeg.
The G. McLean Co., Winnipeg.
Campbell Bros. & Wilson, Winnipeg.
Walter Woods Co., Winnipeg.

SASKATCHEWAN.

A. Macdonald Co., Saskatoon.

ALBERTA

Revillon Wholesale, Ltd., Edmonton.
BRITISH COLUMBIA
The Hudson's Bay Co., Vancouver.



You be the judge

Compare the Eureka Refrigerator with any other on the market to-day and we feel sure its many distinctive features will gain for it your whole-hearted approval.

We will gladly send you full particulars about the Eureka—the scientifically perfect refrigerator. We will show you how the “Eureka” will materially decrease your ice consumption, how securely it will preserve your meat or other foodstuffs, and

how it will increase your sales by its superior display.

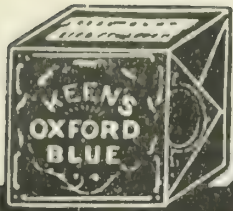
Send a postcard for complete information.



REPRESENTATIVES: — James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lanergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Eureka Refrigerator Co., Limited

31 Brock Ave., Toronto



Keen's Oxford BLUE

For the finest table linen

Xmas, and the winter festivities and social functions call for beautiful white table linens—which means the use of Canada's favorite and old reliable blue—Keen's Oxford.

It's the wash-day requisite that is of undisputed quality, always uniformly good, always a big seller.

Keep your stock replenished and on prominent display.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

A Rapidly Increasing Demand You Can't Overstock

Our coast to coast advertising campaign has created a tremendous demand for O-Cedar Polish. This demand is increasing steadily and rapidly. Every up-to-date grocery store in Canada is making big sales of

O-Cedar Polish

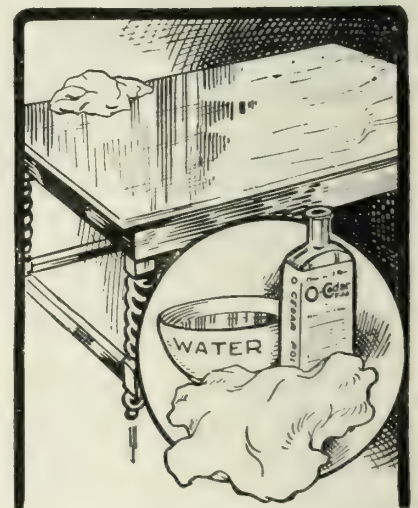
(MADE IN CANADA)

A bottle is essential to every household. There is nothing like it for cleaning and polishing furniture, woodwork, hardwood floors, pianos, automobiles, musical instruments, etc. Display it and get your share of the business.

Your Jobber Will Fill Your Order

Channell Chemical Co., Limited

369 SORAUREN AVE., TORONTO, CANADA



*Wonderful
Results*

CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 26, 1915

No. 48

Sell Baking Materials Now

More Baking in the Home Will Be Done Consequent on Colder Weather — Newspaper Ads, Window and Counter Displays Will Help Greatly—Experience of One Dealer With Campaign Along These Lines.

THE accompanying newspaper advertisement suggests a splendid hint for the securing of new business at this time of year. The fact is obvious that now the cold weather is with us once more, the opportunity for more home-baking presents itself to the Canadian housewife. During the summer and the comparatively warm weather enjoyed throughout the fall season it was not necessary to keep the kitchen fire going continuously, so that many women in charge of the culinary operations of the home did not attempt to do much cooking, apart from what was necessary. Ready-made foods were purchased, including cake and pastry from the confectionery store and bread from the baker; but now this situation is reversed. The fire will be kept going from now on throughout the winter months, and it might as well be producing something in the way of eatables as not. It is, too, a good point to impress upon customers that home-baking is more economic as a rule than buying ready-made cooked foods from the confectionery store. It is also more satisfactory, because the housewife usually endeavors to use only the best of

Home-Baking Time Here Again

NOW that the winter season is with us once more and a continuous fire has to be kept going in the kitchen range, the opportunity presents itself for more home-baking. The odor of freshly baked bread, buns, pies, fried cakes, muffins, griddle cakes, scones, cookies, gingerbread, etc., makes the kitchen more home-like and actually creates appetites. To be well cooked, however, the best of materials are necessary and herewith are tendered several suggestions:

Flour—For baking good bread or buns, good flour is absolutely essential. We recommend highly brand made from finest No. 1 Manitoba hard wheat. In various sized sacks, at ...c, ...c and \$...

Shortening—In the making of pies, a lot depends on the shortening. Blank shortening makes that delicious, flakey pie crust that melts in one's mouth. It is, too, cheaper than butter. Per lb., ...c.

Lard—Pure lard always makes certain that smooth flakey taste to the pastry every one appreciates. We recommends pure lard at ...c per lb.

Pancake Flour—Who is there who does not enjoy a steaming hot dish of pancakes and syrup? With pancake flour you can make the most delicious cakes. All prepared in handy packages, with recipe, at ...c per pkg.

FOR TO-MORROW'S LUNCHEON

Try one of these:

Fried Cakes—With corn or cane syrups and coffee home-baked fried cakes make a most appetizing and satisfying meal. Good flour and shortening are essential.

Potato Cakes—With plenty of good butter — or maple syrup — the old-fashioned potato cakes are delicious. A real treat for the family. Pure Maple Syrup at ...c per bottle.

Gingerbread—You will be surprised at the improvement a few large juicy raisins make in the gingerbread. For this delicacy we recommend fancy molasses at ...c per tin.

Cranberry or Raisin Pie—Pie time is here again, and for a change for dinner we would suggest cranberries or raisins for the filling. Together they make a most appetizing pie. Cranberries are now only ...c per quart.

G. ROCER

57 Water St.

'Phone 75

A good subject for a newspaper ad just now is more home-baking. Try the above suggestion with brands desired and prices.

materials for her bread, pastry, cakes, etc.

The writer recently met a retailer who was featuring these home-baking materials and getting good results from his

campaign. He had an attractive and inviting window display of goods, such as flour, lard, various kinds of vegetable shortening, pancake flour, raisins, cranberries, cooking molasses, maple syrup, corn and cane syrups, condensed milk, prepared icings for cakes, baking soda, baking powder, cream of tartar, fine salt, extracts, pastry spices, packaged dates, etc. On the counter inside he also showed a number of these lines on dishes and in their original packages with a show-card reading: "Choice Home-baking Materials." Had this campaign been followed up by a good advertisement or two in the local newspaper, it would have been an ideal one. As it was, this dealer secured a great deal of business from his window and counter, both of which of course were backed up whenever the opportunity presented itself with logical personal salesmanship. The clerks were urged to suggest that now the cold weather was here, fires would be

kept on anyway, and they supposed their customers would be doing more baking at home, etc., etc. Customers were asked if they had looked over the goods in the

(Continued on page 45.)

Sugar Imports Have Declined

During Fiscal Year Ending March 31 Last, They Were 26,468,288 Lbs. Under Previous Year
—No Doubt Higher Prices With War Tax Has Had Much to Do With This—
Some Interesting Observations From Statistics

STATISTICS giving details of all sugars imported into Canada during the fiscal year ending March 31, 1915, indicate that the war and the consequent higher prices have resulted in a reduced consumption. The reduction amounts to a total of 11,816 tons of 2,240 lbs. each, or altogether of 26,468,288 lbs., both raws and refined. With a population of eight million in Canada, this would indicate a reduction of more than 3 pounds per capita.

The figures show that during the year ending March 31 last, the total importations were 677,488,860 lbs., or a per capita consumption of more than 84 lbs. During the preceding year the total importations of both raws and refined were 703,957,148 lbs., or almost 88 lbs. per capita.

With some six or seven sugar refineries in Canada with large capacities, it is natural that the bulk of our sugar comes to us in the raw state and is refined here. As a matter of fact, during the last fiscal year we imported 671,639,837 pounds of raws and only 5,849,023 lbs. of refined. In 1901 things were a little different. In 12 months then 37,514,922 lbs. of refined were imported and 299,179,911 of raws, or a total of only 336,694,833 lbs.—less than half of present total importations. Gradually, however, since that time, with a few exceptions, imports of refined sugar have declined and there has been an increase in raws.

An interesting situation developed during the last fiscal year in so far as the tariff is concerned under which our sugar was brought in. The 1914 figures show importations under the General Tariff of 412,324,956 lbs., and under the Preferential 255,684,002 lbs. But the 1915 statistics present a reverse of these. Under the General Tariff 285,970,186

lbs. came in and under the Preferential 373,431,958 lbs. Apparently the addition of the war tax last fall which amounted to about 70 cents per cwt., on a refined basis, and which brought the duty up to a pretty high figure, had the effect of causing refiners to purchase their raws in the cheaper market, from

and the United States. It will be noted that 1,103,078 lbs. came from Germany. This must have arrived between March 31, 1914, and the outbreak of the war in August, as none could be imported after that time.

The following table shows in detail the quantities and sources of refined sugar

		Comparative Statement Fifteen Years, 1901-1915.					
Year.		General Tariff.	Preferential Tariff.	Special Tariff.	Special Tariff.	Total.	Total.
		Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.
1901.....	(12 mos. June 30)	304,015,962	32,678,871	336,694,833	336,694,833
1902.....	"	326,824,196	45,251,251	370,075,447	370,075,447
1903.....	"	288,150,338	100,091,559	128,955	388,370,852	388,370,852
1904.....	"	100,128,451	290,414,865	1,344	390,544,660	390,544,660
1905.....	"	71,740,809	274,863,036	148,753	346,752,598	346,752,598
1906.....	"	77,919,591	371,042,486	440	448,962,523	448,962,523
1907.....	(9 mos. Mar. 31)	27,016,234	283,941,781	3,784	310,961,799	310,961,799
1908.....	(12 mos.)	51,867,068	393,584,054	22,056,516	467,507,638	467,507,638
1909.....	"	51,158,971	392,502,583	37,579,086	481,540,640	481,540,640
1910.....	"	100,633,638	343,932,936	53,221,907	497,788,481	497,788,481
1911.....	"	97,590,946	390,589,876	85,927,342	574,108,164	574,108,164
1912.....	"	148,804,549	366,831,681	60,165,262	585,801,492	585,801,492
1913.....	"	304,888,835	295,960,259	39,348,852	640,197,946	640,197,946
1914.....	"	412,324,956	255,684,002	35,948,190	703,957,148	703,957,148
1915.....	"	285,970,186	373,431,958	18,086,716	677,488,860	677,488,860

Above statement shows imports of sugar into Canada during the past 15 years under the various tariffs.

a tariff standpoint. The trade, of course understands there was a clause in the sugar tariff which gave the privilege to Canadian beet sugar manufacturers of importing at preferential rates certain quantities of sugar from General Tariff countries. This, however, expired automatically on December 31 last and therefore statistics relating to it include the last fiscal year only up to that date. Under this basis 18,086,716 lbs. were imported, the sources being Belgium and San Domingo.

Another interesting observation is the source of the bulk of imported sugar consumed in Canada. From British Guiana we received 108,096,555 lbs. raws, and from the British West Indies 192,361,433 lbs.—a total of 300,457,988 lbs., or almost half the total raws imported altogether. Other big sources are the Fiji Islands, Cuba, Peru, San Domingo,

imported into Canada during the last fiscal year under the two tariffs:

	General Tariff.	Preferential Tariff.	Total.
	Lbs.	Lbs.	Lbs.
Unit. Kingdom.....	183,388	2,889,800	3,073,188
Brit. W. Indies.....	3,334	3,334
Hong Kong.....	2,405,282	2,405,282
Newfoundland.....	1,936	1,936
Belgium.....	13,579	13,579
China.....	3,233	3,233
Hawaii.....	150	150
United States ..	348,321	348,321
Totals	2,459,223	2,889,800	5,849,023

Our raw sugar came from the following sources:

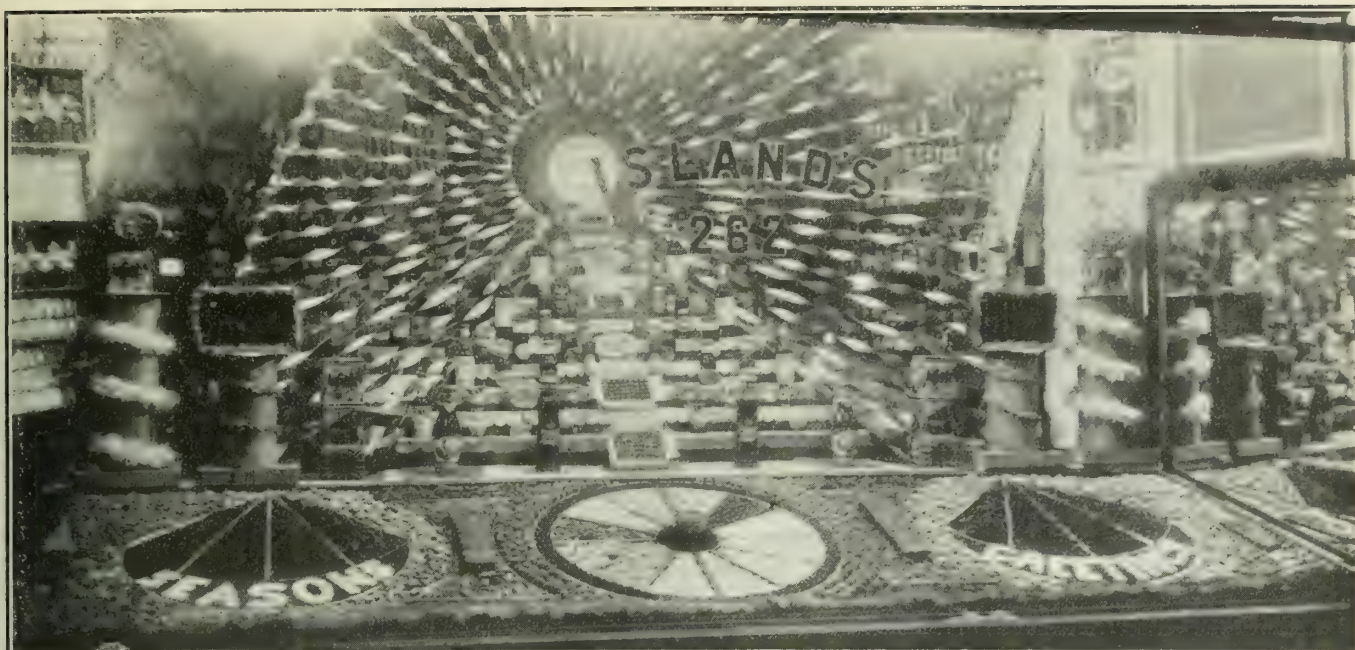
	General Tariff.	Preferential Tariff.	Total.
	Lbs.	Lbs.	Lbs.
Brit. Guiana.....	550,000	107,546,555	108,096,555
Brit. W. I.	45,804	192,315,629	192,361,433
Fiji Islands.....	70,679,974	70,679,974
Hong Kong.....	129	129
Brazil.....	6,572,532	6,572,532
Cuba.....	35,494,800	35,494,800
Danish W. I.	5,349,461	5,349,461
Dutch E. I.	2,776,825	2,776,825
Dutch Guiana.....	7,854,100	7,854,100
Germany.....	1,103,078	1,103,078
Guatemala.....	2,158,200	2,158,200
Peru.....	54,085,587	54,085,587
S. Domingo.....	125,555,033	125,555,033
Unit. States.....	41,405,285	41,405,285
Totals	283,010,963	370,542,158	653,553,121

In reviewing these statistics it should be remembered that they do not give the entire consumption of sugar in Canada. Consumption of sugar made from sugar beets is a purely domestic affair and figures would not show in the imports.

E. L. Cleverly, a grocer on Bloor St., Toronto, has enlisted for overseas services. Mr. Cleverly is secretary of the Toronto Grocers' Section, Retail Merchants' Association.

	Above 16 D. S. and all Refined Lbs.	Not above 16 D. S. Lbs.	Total Lbs.
1901.....	37,514,922	299,179,911	336,694,833
1902.....	51,379,428	318,696,019	370,075,447
1903.....	29,672,033	361,498,799	388,370,832
1904.....	23,734,365	366,810,295	390,544,660
1905.....	19,517,812	327,234,786	346,752,598
1906.....	28,532,913	420,429,610	448,962,523
1907.....	26,294,767	284,667,032	310,961,799
1908.....	32,945,709	434,561,929	467,507,638
1909.....	28,115,512	453,425,128	481,540,640
1910.....	35,484,778	462,303,703	497,788,481
1911.....	31,043,171	543,064,990	574,108,164
1912.....	22,996,592	562,804,500	585,801,492
1913.....	19,996,511	620,201,435	640,197,946
1914.....	9,620,648	694,336,500	703,957,148
1915.....	5,849,023	671,639,837	677,488,860

Comparative statement, showing imports of both refined and raw sugar during past 15 years. With totals



The attractive Christmas window presented last year by Island & Bamford, Toronto. Note the large amount of mechanical work put on it. In candy alone 15 pails were sold from it.

Much Work on This Christmas Window

Clever Trim Arranged by Toronto Grocery Firm Last Year—How the Various Features Were Constructed—Sold 15 Pails of Candy Apart From Dried Fruits, Nuts and Other Christmas Lines

THE accompanying Christmas window presents a great deal of labor, and the feature of it is the precision with which it was mechanically worked out. There is, however, not only the hand of the mechanic behind this, but the head of the artist. It is a very attractive display, one that was well reasoned out beforehand and one that should sell a large quantity of Christmas goods.

This window was shown last year by Island & Bamford, grocers, at 262 Dundas St., Toronto. A number of Island windows have appeared in Canadian Grocer in recent years and they have all been highly attractive. The photograph, of course, does not do justice to the actual window. It will be noted that there are a number of ribbons shown in circular form in this window. These ribbons, actually in the shape of a large funnel, extending from the wide mouth into the flashlight in the centre. As the ribbons were of various colors, the effect can easily be imagined on the eye of the passer-by. Another feature

of this display was the row of steps from the window up to the flashlight. The central steps were made of boxes of confectionery with the lids off. On the steps to either side were shown dainty Christmas goods, such as fancy cherries, fancy fruits in glass jars, olives, fancy pitchers, confectionery, etc. The floor of the window is also worthy of note. The centre is a wheel with various kinds of candy and nuts between the spokes, and rings of nuts around the wheel itself. On either side of this will be seen a section of a wheel-shaped arrangement containing dried fruits. The words "Season's Greetings" are spelled out on these in loaf sugar and both are surrounded by nuts of various kinds and other dried fruits. This window shows how nice a Christmas display can be made if the necessary attention is given it.

It is worthy of note that no less than 15 pails of candy were sold alone from this display, apart altogether from the dried fruits, nuts and other goods.

Association Work in the U.S.

National Head Frank B. Connolly Talks to Canadian Grocer of What is Being Done There—He is a Great Believer in Manufacturers Protecting Their Prices — Agitates for Fairer Profits on Staples—Conferred with Canadian Officials

AS intimated in last week's issue, Frank B. Connolly, President of the National Retail Grocers' Association, of the United States, visited Toronto and Montreal during the week-end. He was on his way from Detroit where he addressed the American Specialty Manufacturers' Association, to Boston, Mass., and other U.S. cities where he was billed to appear at a number of trade meetings.

In conversation with a representative of Canadian Grocer, Mr. Connolly reviewed some of the work the National Association of the United States has undertaken for the betterment of the retail trade. His home is in San Francisco, Cal., and as might be expected he is very familiar with the work going on there, as well as the work being advanced by the National Association.

Some Fees as High as \$60

"Over in our State," said Mr. Connolly, "local associations charge their members from \$1 a month up to \$5 according to their size. This means from \$12 up to \$60 a year for each member and of course we have got to show them that it is worth it. We are great believers in the Price Maintenance Plan, and have got a great number of manufacturers throughout the State to place their products to the trade under the contract selling plan. For instance, flour used to be sold at any old price, and we usually got a maximum profit of about 5 cents on a sack. Now we are getting much more than that, and when anyone thinks they are being charged too much for membership fee, we simply point out to them the extra money they are getting from flour, which is usually sufficient in a week to pay their annual subscription. We show them, that should the association cease its energies, just so soon would that flour be sold on an open basis again.

"That is but one instance of how we have assisted our members to make money. We have, too, certain brands of butter sold on the price maintenance basis and even eggs in cartons."

In the United States there is an agitation to have what is known as the Stevens' Bill put through Congress which would give manufacturers the right to place their products on the contract selling basis. Canadian Grocer has often referred to this bill and given its most important provisions. Mr. Connolly was asked how it was progressing.

"Since the Stevens' Bills was first

proposed," he said, "Mr. Stevens has left the Senate and now we have to re-introduce it at the next session. There is naturally a great deal of opposition to it, which we are doing our very best to overcome. You will appreciate the fact of course that this is somewhat of an innovation so far as the public is concerned, and when our opposition cries "restraint of trade," etc., the public is aroused, even if they do not know exactly what it all means. It takes time to educate those outside the trade and we feel that just as soon as our propaganda has advanced sufficiently the Stevens' Bill will go through."

Getting Fair Profits

The claim of the National President is that manufacturers should follow the sale of their goods to the consumer, and should make sure that the intermediate distributors are looked after so that the co-operation of the retail trade would be secured. Without this the best results could not be attained. He has too, decided views in regard to getting a fair margin of profit on all goods sold. No dealer, he maintains, should have to sell

a ten-cent article, which costs more than 90c a dozen; or for 12½c articles which cost more than \$1.10, 15-cent articles costing over \$1.35, or 25-cent articles costing over \$2.25.

The work of the association, as he saw it, was to go energetically after reforms in this regard, and to be particularly careful about profits on staples such as sugar, flour, canned goods, butter and eggs, etc., which constituted probably some 60 per cent. of the total sales in the average grocery store. At the present time in a great many instances these were the articles on which the margin of profit was small. In a great many cases they were used as baits or leaders which had the natural tendency to demoralize the profits of all retailers of the community.

Mr. Connolly declared that the great hope for the retailer to-day was organization, and on a good big scale. While there may be some who think they do not need the assistance of their confreres, yet he felt sure that the time would come when they would feel the need of this advantage.

Met Canadian Officials

While in Toronto Mr. Connolly was the guest of E. M. Trowern, Secretary Dominion Board, Retail Merchants' Association, and W. C. Miller, Ontario Secretary. Association work in the two countries was compared and gone into exhaustively and the only regret Mr. Connolly expressed was that he could not have remained longer in order to get in touch with actual association meetings here. He is keenly interested in the work and no doubt could have given many beneficial helps to the trade in this country. While in Montreal he was the guest of J. A. Beaudry the Quebec Provincial Secretary, and A. Laniel. Those who met him are in the hope that sometime in the future they will have not only another opportunity of hearing him discuss association work, but of addressing a large gathering of grocers in Ontario and Quebec. It is only recently that he talked to Vancouver grocers, an account of which appeared a few weeks ago in this paper.



Standish Cathcart, general merchant, Courtright, Ont., is dead at the age of 68 years. His father was also a merchant in Courtright, and one of the pioneers of the district.

MARKETS AND ADS. MAKE IT VALUABLE

MacLean Publishing Co.

Dear Sirs: Enclosed find postal note for \$2 for renewal of my subscription to CANADIAN GROCER. I have been in business here for eight years and during that period CANADIAN GROCER has been of great service to me; it contains many market forecasts as well as the best market quotations.

CANADIAN GROCER also contains advertisements of the leading manufacturers and importers. Thus enterprising merchants in the country are able to procure new goods months before they otherwise could and therefore keep the stock up-to-date and abreast with city merchants.

I find something of value in every number. Wishing you continued success, I remain,

GEO. PHILIP.

Brougham, Ont., Nov. 18, 1915.

A Fine Prize Apple Window

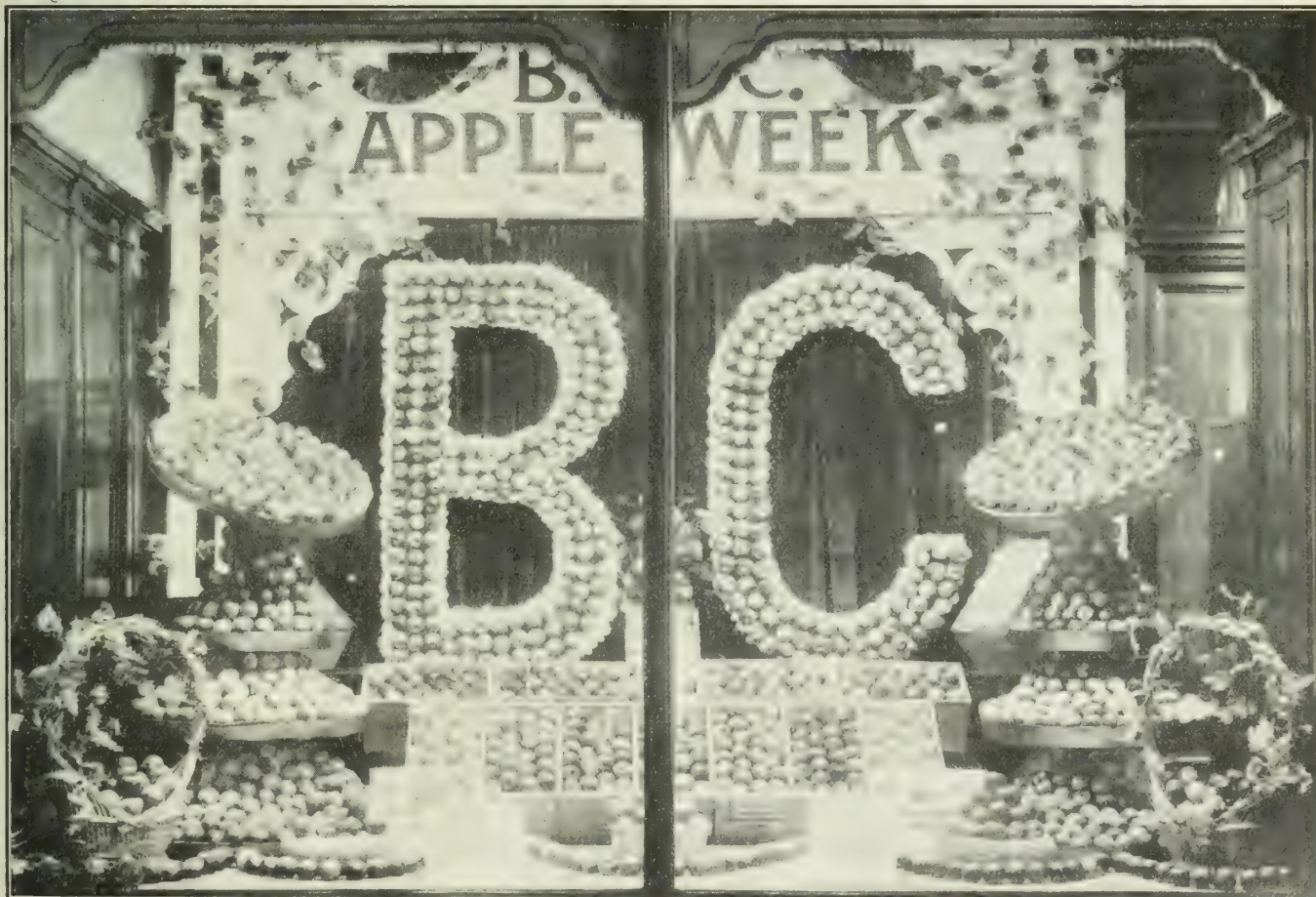
Display Shown by the Hudson Bay Co., Calgary, The Winner in Contest—A Well Balanced Trim—Apples Tacked on to Window Background

IT isn't very often that retailers devote an entire window to the display of apples, but recent competition in British Columbia during an apple week brought out some exceedingly attractive trims.

The first prize winner was the Hudson Bay Co., of Calgary, who presented the display reproduced herewith. The construction of this trim can readily be seen. The central feature is, of course, the letters "B.C." made of apples. These are fastened with pegs on to the background of the window and on a white piece of paper cut out in the shape of the letters. On either side is a fixture with four round receptacles, on which apples are piled up regularly. The floor of the display to the rear contains a number of boxes of apples already packed and in the front is a string of apples from one end of the window to the other and

apples in fancy baskets. The competition was put on by Stirling and Piteairn, fruit packers in Kelowna, B.C.

This display tenders a splendid suggestion to retailers in all parts of Canada. Now is the time to sell apples and to sell as many of them as possible. Some varieties are not good keepers and should be consumed before Christmas. These should be immediately moved into the hands of the consumer. Nothing will move them faster than a good apple selling campaign, backed up chiefly by a good window. The apple, too, is a most nutritious food, is a promoter of good health and is also an economic food. It is a food, too, that should be placed on the daily ration of Canadian soldiers in training. The Government could not do better than order a supply of good apples for the men of the Overseas Contingents.



Apple display recently shown by the Hudson Bay Co., Calgary, Alta., and which was the winner of first prize in a contest during British Columbia apple week.

CANADIAN GROCER

ESTABLISHED 1886

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JOHN BAYNE MACLEAN, President
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UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St.; Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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No. 48

GO AFTER ADVENT BUSINESS

NEXT to Lent the Advent season is a most important one from the standpoint of fish sales. With extra fast days during this season, more fish will be consumed and the business will go to the dealer who displays it and gets behind it most aggressively.

In addition to fish there are many other meat substitutes that can easily be sold from now until Christmas. These include eggs, macaroni, spaghetti, etc., baked beans, canned tomatoes, canned salmon, sardines, herring, tuna fish, etc.

For the country trade salt herring in barrels is always a big seller. Some farmers in fact purchase a whole keg of these at one time for their winter supply. The attention of every farmer customer should be drawn to salt herring at the present time.

POTATO CROP GENERALLY POOR

WITH the exception of British Columbia and Alberta, the potato crop in Canada this year has been considerably below the normal. CANADIAN GROCER has already familiarized its readers with the conditions and early in the season pointed out that potato prices in Eastern Canada this year would be pretty high. They have already reached the \$1.35 and \$1.40 mark in Toronto and are similarly high in Montreal and the Maritime Provinces.

The Census and Statistics Office, House of Commons, Ottawa, issued a report on the potato situation on November 16. It points out that the conditions governing the production of potatoes have this year been as bad as last year they were good.

The total estimated yield is 62,604,000 bushels from 478,600 acres, an average yield per acre of only 131 bushels. Last year the corresponding figures

were 85,672,000 bushels, 475,900 acres, and 180 bushels. Not since the average of 119 bushels in 1910 has the rate per acre been so low; it is 27 bushels below the average of 158 bushels for the five years 1910-14. In Ontario, where the record yield of over 167 bushels per acre was obtained last year, the average yield per acre this year is not more than 92.6 bushels, the lowest yield on record for the province. In other provinces the potato yield is also poor, excepting in Alberta and in British Columbia. In the former province the total yield is 5,155,000 bushels from 27,300 acres an average of 188.8 per acre, and in the latter the yield is 3,956,000 bushels. In both provinces the yield per acre is larger than in any year since 1911 when the respective yields were 211.6 and 252 bushels. For all Canada the quality is 84 p.c. of the standard as compared with 90 p.c. last year; but in Ontario the quality is down to 66 p.c. as compared with 101 p.c. last year. In Prince Edward Island the quality is 81; in Nova Scotia it is 76, and in New Brunswick it is 88 p.c. In Alberta the quality is good with 91 p.c. and in British Columbia it is 84 p.c. The average price per bushel to the grower works out to 57 cents for Canada, 76 cents for Ontario and 33 cents in Alberta. Potatoes are generally reported as affected with rot and blight, especially in Ontario, and the indications are that the keeping qualities this year will be poor.

PUT APPLES ON SOLDIERS' RATION

APPLES should be placed on the daily rations of the soldiers in training in this country. The Canadian apple is far famed for its flavor on account of our moderate climate. It is a most healthy and nutritious food and economic as well. The Canadian Government could not do better than purchase a

good supply of apples for the soldiers. When they leave Canadian shores, the prospects are they will not be able to secure any apples except those being sent through friends, unless a high price is paid for them. It is too a most necessary thing that the health of the soldiers be kept up to the highest possible mark, and nothing that one eats will help more than the apple.

CANADIAN GROCER would therefore strongly urge the Fruit Branch of the Department of Agriculture to prevail upon the Government to have apples added to the daily ration of Canadian soldiers in training. A national food like the apple would certainly not be out of place on that ration.

GREAT BOON TO WESTERN BUSINESS

THE rise in the price of wheat during the past month or six weeks represents millions of dollars more to the Western Canadian farmer than he anticipated getting. Six weeks ago the price of No. 1 western wheat was around 88c in Winnipeg. The price has gradually advanced since then until to-day it is around \$1.04½. This means an advance of 16½ cents per bushel.

The estimated production of wheat in Manitoba, Saskatchewan and Alberta is somewhat over 300,000,000 bushels. At 16½ cents this would mean no less than \$49,500,000 more for the Western wheat than the farmers expected six weeks ago it would be worth.

The last report of the grain situation in Winnipeg available shows that after allowing for seed, feed, etc., there was a balance of wheat in farmers' hands to market of 121,203,100 bushels. At the extra 16½ cents this would mean practically \$20,000,000 in excess of what would have been received by the holders had the price of wheat remained at the 88 cent mark. At \$1.04½ cents it will be seen that altogether it will mean some \$126,000,000 yet to be handed over to the farmers of the three Prairie Provinces.

What this huge amount of money will mean to the business of the country can only be surmised. That the benefits will be great goes without proof. It illustrates the splendid situation of the Western farmer at the present time and reflects the splendid trade that retail merchants will secure this Fall, Christmas and Winter. "Two crops in one" is the way some of the Western farmers designate the yield this year.

CANADA'S EXPORTS TO FRANCE

A DISPATCH from Northern France states that French War Office has given a Canadian flour manufacturer an order for from seven to ten thousand tons of bakers' flour. This flour is to arrive in France by the second week in December and prospects are that further orders will be placed in this

country. Moreover, the contract was won by the Canadian firm in competition with one of the largest milling concerns in Chicago.

Canada is also sending frozen meat to France, the report stating the first shipment had proved to be over the standard and that it sold well on the Paris market. It is now figuring on the menus of several restaurants in that city. In addition to the above, contracts have also been let for motor trucks, rolling stock, steel rails, locomotives, heavy flannel goods, etc., etc.

All this indicates the growing importance of this country as an exporter. While the times have had almost everything to do with this extra business, nevertheless there is no reason why Canada should not continue to be a big exporter to France when the war is over.

INDUSTRIAL ACTIVITY

CITIES regarded as manufacturing centres are now reporting generally that orders are improving. Most of their industries, says The Financial Post, have on hand demands from the Government for munitions for one kind and another, but in addition, other orders of a domestic character are beginning to increase in volume.

Taking Hamilton as an instance, it will be found that its work people very generally are employed at good wages which they are now spending in a normal way in necessities of life. That city is to some extent a wholesale centre and the houses engaged in that business state that substantial orders are now arriving from the Canadian West. We have referred to this city as being typical of manufacturing cities generally. Undoubtedly their position at present is very much better than at the corresponding period a year ago. Then the outlook was very uncertain, in fact, gloomy, but to-day, almost despite the fact of war existing, it does not appear that such cities can be again faced with a period of depression such as existed during the months following the outbreak of war.

EDITORIAL NOTES

CUSTOMERS appreciate prompt service even if they have plenty of time.

* * *

CHRISTMAS is gradually coming nearer. Have you displayed those dried fruits yet?

* * *

DECEMBER month opens next week—that means cold weather and good business in cold weather foods.

* * *

IF THE HOUSEWIFE were convinced that many dried fruits are scarce this year, she would certainly purchase earlier than usual.

Handling and Selling Cheese

Large Handler of Cheese Gives His Ideas on How the Retailer Should Look After This Line—
Urges Display of More Than One Variety—Use of Glass Covers

Written by A. C. Chapman, Montreal

THE conditions governing the Canadian retail cheese trade make the merchandising and handling of cheese a somewhat difficult problem to approach from the cheesemonger's point of view. The limited variety, the climatic conditions—extremes of heat and cold—and the comparatively small volume of sales of this staple article of food, make the grocer over-cautious to guard against loss, so that in nine cases out of ten, when one goes into a store, one has to search diligently for a display of cheese. Yet this article can be made very attractive, and bring profitable sales.

In the first place, it is not good policy to relegate it to the back of a dark ice box, nor to have your one variety put under an opaque cover.

Cheese, being largely fat, does not easily dry or waste, and even this can be avoided when fresh cuts are shown on the counter by applying a damp cloth to the cut face on returning it to the ice box at night, so that it will come out fresh again in the morning. Then, too, when sales are made, each piece should be wrapped in a piece of grease-proof paper, which has been dipped in a bowl of cold water, and wrung out so that it reaches the purchaser in perfect condition, and shows him how to care for it in the home when away from the table.

Handling Different Varieties

If we take the varieties which are principally handled on the Canadian market, a few hints as to general treatment, according to the nature of the cheese, will not be out of place.

Canadian Cheddar, red and white; do., loaf or Stilton; do., Twins; do., Oka or Port du Salut; Swiss, Gruyere; American Gruyere; English Cheddars; do. Stiltons; French, Camembert; do. Brie; do. Roquefort; Italian Gorgonzola; do. Parmesan; do. brick shape; various cream cheeses; Dutch, Edams.

Gruyere should always be wrapped in cloth or paper moistened in salt and water.

Parmesan should be slightly oiled on the face with good salad oil.

Edams are better kept in a cool moist cellar, to mature before sending out.

Camembert are usually over-ripe before reaching this continent, owing to delays.

The proper temperature in which to ripen cheese is from 50 deg. to 60 deg., with a fair amount of humidity, and they should be turned frequently.

A really tempting display can be made with a white Canadian, a loaf cheese, a cut Roquefort, a piece of Gruyere, an Oka, and two or three kinds of cream cheese, which will pay for itself every day of the week, if properly taken care of, without risk of loss. This would not take up more than three feet of counter room, and if it is not desired to show so much, the use of a refrigerated silent salesman will take care of the surplus. One trader whose store I sometimes visit has a number of large glass covers ranged along his counter, showing a freshly-cut sample of each kind under it. This takes up a lot of space, though it is an excellent selling device.

Advice for Customers

Retailers should advise their customers to keep their cheese in a tin box, on a stone floor, if possible, to retain its moisture and an equable temperature. And by pushing the sale of cream cheese dealers can build up a good cheese trade.

The grocer is sometimes at a disadvantage in the cities because the wholesaler goes after the hotel and restaurant and the big institution trade. In England the wholesaler will not sell less than a whole cheese unless it be Gruyere. Then, too, every butcher also carries cheese, bacon and butter, as well as vegetables, like his Scotch confrere, though he does not kill his own meat, but purchases from the packer. The English butcher slaughters all his meat, and seldom handles either hams or bacon, and in the rarest cases does he sell cheese; while the vegetable and fruit trade is entirely separate. So the country grocer, not being troubled by his wholesale competitor, can always "beat out" the meat market on account of his greater knowledge, and by a careful cultivation of this branch of his business. By storing and maturing, and mellowing his cheese, taking care not to send it out too new, tough or stringy, but with a "come-back" flavor, he can build up a splendid business.

A GOOD FRUIT BUSINESS

F. C. Harp, a Brantford, Ont., grocer, reports splendid fruit sales during the past year. "As far as our business was concerned," he says, "we had the best year for fruit, both domestic and foreign, we ever had, and we must say that publicity had a lot to do with same. We

advertised in our local paper and used our window jointly, and by so doing we received the benefit of the advertising of the Government and Fruit Growers. Of course, personal salesmanship was another big factor in our sales."



KNOWLEDGE OF COSTS IMPORTANT

The New York Journal of Commerce has reprinted the figures in the Fall Sales Number of Canadian Grocer dealing with the expenses of retailers. Introducing the article, it says:—

"Grocery trade leaders have been appreciative of the fact that the one most important fundamental fact of which there must be definite knowledge if the grocer is to be successful is the real cost of doing business, and to that end both wholesalers and retailers are now bending their efforts to secure facts from the experience of their members. The uniform system of cost accounting evolved by Harvard University is attracting much attention, and is being commonly used here as the basis for comparisons among retailers.

"Up in Canada the same situation exists, and recently the Canadian Grocer sought to gather dependable statistics from some of its readers, selected as to fidelity to type and willing to furnish definite data."



FOOD PRICES IN ENGLAND

According to a report to the Department of Trade and Commerce from Canadian Trade Commissioner Bickerdike of Manchester, the average increase in the retail prices of food, affecting the average working-class household in England is about 40 per cent. since the beginning of the war. Compared with July, 1914, British meat has increased about 40 per cent. on the whole, and imported meat only a little more than 5 per cent. Flour and bread have advanced about 40 per cent. each.

Since the beginning of 1915, when the movement to increase wages began in consequence of the increased cost of living, about four and a half million people, according to the Board of Trade estimates, have had their wages increased by more than \$3,750,000 per week. These figures relate only to organized labor. In other industries, where individual employers have granted advances, it is estimated that three million workers have received increases amounting to \$2,500,000 per week.



Interior view of the Arthur Drolet grocery in Quebec, P.Q. Note the shelving under the archway and the display stand for fancy goods.

Veteran of Quebec Grocery Trade

Arthur Drolet, in Business in Canada's Old Capital, Tells of the Early Days When Hours Were From 5.30 to Midnight, When Clerks Washed the Floor Before Leaving at Night—How Times Have Changed Since Then—Is Grocer of To-day Better Off?

TO be able to point to two clerks in the store, and say they have been working there uninterruptedly for twenty years, is something few grocers can do. Arthur Drolet, 712-716 St. Valier street, Quebec, is an exception. Moreover, he was able to add this about the clerks: "I have never had any trouble with them." That is saying a great deal.

These two clerks are Ulric Lachance and Joseph Dubue, who went into Mr. Drolet's employ as boys within a few weeks of each other. To-day they are married men, with large families.

Arthur Drolet might well be classed among the veterans of the grocery business, as he started as a youngster, and has now passed his sixtieth year. Thus he has witnessed many changes in the trade of this ancient city.

He started his career in the store of Dion and Dubeau, who were considered among the city's leading grocers. Their place was on Crown street (now probably the busiest thoroughfare of the city), on the site occupied to-day by the department store of Myrand and Pouliot, who also have a grocery department.

Mr. Drolet thought he was paid well to start, his wages amounting to four dollars a month, and his board. Clerks in the same store were drawing ten and twelve dollars a month.

Work in a grocery store was no snap in those early days. The doors opened at 5.30, and by six o'clock business was in full swing. At that time Quebec was an important shipbuilding town, these being the days of wooden ships. At six o'clock, workmen passed along the street on their way to the yards, and grocers were ready for their business. Hours were long, and wages were small. Stores closed at 11 p.m. On Saturdays it was midnight, and it was often well into Sunday morning before business was really suspended. The floor was of tile, and it was the duty of the clerks to wash this clean before leaving at night.

Those were busy days in the grocery store. There were no telephones, and every order was given over the counter. Most people took their goods away with them, deliveries being very few. Profits were higher, grocers buying direct as a rule, instead of through the wholesale houses. Mr. Drolet is of the opinion even that in the early days the lot of the grocer was a happier one than it is to-day. Competition was less keen, fewer lines were carried, and customers were far readier to pay their bills.

"People did not live so 'high' as they do to-day," he said. "Consequently they had more money to spend on eatables. The way people dress to-day does not permit them to buy food as they did in those days. To-day the average working

girl goes about attired in an expensive set of furs. Then, if a girl had thought of such a thing, she would have deserved a good spanking.

"Prices were mostly lower, except on sugar, which was then imported from England. We also used English currency, and continued to do so until about 1870."

Mr. Drolet has a high opinion of the training which clerks received then. He speaks in most felicitous terms of Arthur Dion, now dead many years, and who was very particular that every customer left the store satisfied. If he saw a person carrying a parcel away which was badly tied, he had it returned and tied properly.

Mr. Drolet stayed with the firm of Dion and Dubeau six years, leaving them in 1875 to take a position with A. J. Turcotte, who is still in business. Four years later, at the age of twenty-six, he started in business for himself two doors below his present location. In the following year he was married, and in 1886 moved to his present store, which he purchased, and in which he has continued to do business for twenty-nine years.

The store is located in a district known as St. Sauveur. It is not far from St. Malo, where the shops of the National Transcontinental Railway are being built.

Letters to the Editor

DEMAND ACTION IN PURE FOOD LAWS

Editor Canadian Grocer.—Your article in a recent issue of Canadian Grocer re the warranty and the Pure Food Law was quite appropriate and timely. This is a matter that should interest every grocer in Canada individually as well as an associated body, and is a matter that should be taken up by the Grocers' Branch of the Retail Merchants' Association with more vim than they are doing. The grocers of Canada cannot afford to have the impression given out that they are a lot of fakers selling impure goods. This is the impression that a suspicious public get from these prosecutions of retail grocers, whether the grocer is guilty or not, or whether it is some thing beyond his control, such as canned goods that are sealed.

Last week the writer was called on by a Government inspector of butter. This inspector informed the writer that he invariably prosecuted the maker when the maker could be traced out. That is, when the grocer could give him the name of the maker of the butter, then he proceeded against that maker, whether it was farmers' butter or creamery. On the other hand, another Pure Food inspector landed in our town to prosecute a grocer for selling an article not up to the requirements of the Food Standards and Adulteration Act. This inspector says he always prosecutes the retailer. On looking up the law, I find the mode of procedure in the matter of prosecutions can be the retailer or the manufacturer.

As a retailer, I believe the manufacturer more often guilty than the grocer, either through ignorance or otherwise. In many cases it is ignorance of the Pure Food Laws, which are a comparatively new thing in Canada. But is it right or fair that a retailer's life's reputation as a reliable and straightforward grocer should be shattered in the twinkling of an eye by a prosecution of a Pure Food inspector, when some ignorant or dishonest manufacturer is the guilty party?

It is quite true, as the inspector says, that the grocer can go back at the manufacturer, and that the manufacturer invariably settles, but the retailer is the "goat" in the eyes of the purchasing public, and to a certain extent loses the confidence of this same public. If the manufacturer is so good at settling, why do the inspectors not enter their charges of breaking the law against him as they should do, and as the butter in-

spector does, and as the Grocers' Branch of the Retail Merchants' Association should see they do. This matter is past the joke stage, and should wake every grocer in Canada to the importance of unitedly acting in the matter. Many merchants begrudge the very small fee it costs to belong to an association, but by accomplishing something along these lines, if they are not blind, they could then see the advantage of being united to protect their interests and to raise the grocery business to a higher level.

ONTARIO GROCER.

* * *

ANOTHER LETTER FROM MAJOR LUMB

The following letter has been received by S. W. Ewing, of the S. H. Ewing & Co., Montreal, from Major Lumb who, before the outbreak of the war, was a traveller in the above firm's employ:

Felxtowe, Suffolk, England.

My Dear Mr. Ewing:

Once again I am finding time to send you a few lines to let you know I am still in the land of the living. I am just back from France again, after having taken over a large number of men for reinforcements, and I saw a number of Canadians up country. I was only 20 miles from the firing line, and the boom of the big guns was as if only a mile or so away. I am terribly disappointed at not getting nearer. I have done everything in my power to get there, but to no avail. However, they have promised me to go shortly. My old regiment went up two weeks ago, and have had a large number of casualties already. Our second battalion is wiped out again for the third time.

Things are looking very much better on the Western front now. I may get command of an advanced line of communication close to the firing base. They allowed three of my branch to go to the firing line for several days, but I could not get permission. Am going up to the War Office next week to ask to go personally.

On my way home the other day I met some Australian wounded who criticized very severely the red tape and traditions of our army that ought to be scrapped, but, they added, "it's a fine army for all that, and when the 29th Division comes home, what there is left of it, if the English people fell on their knees as the men pass and gave them all the gold in the Bank of England, it will not be more than they have deserved of their country. They are wonders." This

was from the men who have earned the name of the Soul of Anzac. I thought it was splendid.

Going over to France, we were hit by a submarine, but luckily it only stove in our bows. We were head on for Havre. We shipped two feet of water and could only go 8 knots instead of 25. There was no panic; everything orderly. All men wear life-belts across, and everyone was on deck. I was in charge and had my Piquets all at their station, and our escort had to be ready to tranship. We saw the submarine again, and our destroyer got it, rammed it fair in the centre. The explosion was terrific, and it was an anxious time for us until we got to Havre. The men were splendid, 1,200 of them. We wear belts now the whole way across.

I saw Cameron of Ottawa (Bate's brother-in-law), last week in a French seaport; had a long chat with him. He looks fine and very fit; if you see Gerald you might tell him. I also met Major Kaye of Gerald Son's regiment, and he spoke very highly of young Bate.

We have had some good news to-day from the Balkans. I cannot tell you what it is, but it is good. One cannot talk all one would like to, but I am storing a great deal up for when this terrible war is over.

I hope all are well at the factory, and would like to be remembered to all, and the office staff. I thank Wilson and Coghill for their letters and know you will let them know the contents of this as far as is possible or advisable, and with kindest regards to Mr. S. H. A. H., and yourself and also from my wife,

Yours faithfully,

HAROLD W. LUMB.

SERVICE DEPARTMENT

Readers will please remember that only signed enquiries will be answered in this department. In reproducing enquiries in this column, however, the name does not necessarily have to appear, but name and address must accompany all requests for information as a matter of good faith.

Editor Canadian Grocer:

Dear Sirs.—Would you kindly inform me by return mail the different clauses of "The Trading Stamp Act," which you referred to on page 26 of Grocer dated Nov. 29th.

B. E. DUNCAN.

Editorial Note.—This information has been forwarded.

Editor Canadian Grocer,—Kindly give me some names in Toronto and Montreal where I can buy feed oats by the ear, at your earliest convenience.

A. A. FINLEY.

Editorial Note.—This list has been sent to Mr. Finley.

England in Control of Canned Foods

The American Food Journal.

Through the indirect operation of her war embargo on tin, England has seized possession of America's canned foods trade. Not till recently did it dawn on the canners and exporters, and, although it will not actually cause much trouble in practice, it has caused some surprise.

It appears that England controls virtually all the available block tin that goes into American tin plate and is made into American tin cans and boxes. Some time ago she established rules to prevent it going to her enemies in the present war and in that direction set up a complete embargo. Later, the authorities were persuaded to modify this embargo on agreement that the cans would be used at home and the importers arranged for certain guarantee forms to be signed by importers of tin. These, in the following substantial form, have been agreed upon by the New York Metal Exchange, and all receivers of tin are expected to sign them and observe them, filing them with the British Consul before tin will be released:

"All orders received by us for tin plates or tin canisters and tin boxes suitable for food packing made therefrom or for tin foil, solder, babbitt's metal, type metal or any metallic alloys containing tin, to be sent to neutral European countries shall be executed from stocks maintained by us in the United Kingdom or be executed by shipments to the United Kingdom and re-shipment from there, under license to be obtained for export therefrom.

"We will not execute any orders for tin plates, or tin canisters and tin boxes suitable for food packing made therefrom, or for tin foil, solder, babbitt's metal, type metal or any metallic alloys containing tin, to be sent, either directly or indirectly, to any country or state at war with Great Britain."

Furthermore, the forms require that the agreement shall be passed along to those who buy from the original signers so that it amounts to a watch over the American career of the tin, even when the cans are filled, sealed, and labeled. Fortunately, however, most of our exports of tinned foods go to England anyway, and there is still some old tin plate to be had which will cover necessary shipments to other lands if packers can

distinguish between the various "vintages" of tin they receive, and pack accordingly.

* * *

Financing the Farmer

The Canadian Farmer.

One of the subjects that must be gone into fully by the National Commission in investigating agricultural conditions in Canada is that of farm credits, or providing the farmer with better facilities for financing his farming operations. The farmer's business is unlike the business of the manufacturer or the merchant, as returns for his labor are slow in materializing. The farmer can make but one turnover of his working capital in a year. The merchant or manufacturer may make several turn-overs in a year. The farmer begins early in the year to plan for the season's crop. He selects the seed, he prepares the ground for the seed, he sows the seed, and then waits several months for the harvest. By the time harvest is over, the grain threshed and marketed, the year is near its close. During all this time the farmer has been putting time, labor and capital into the work of growing crops, and gets not a single dollar in return for it until the crop is marketed. When live stock and dairying are made a feature the returns come more often during the year, and there is a steadier income. But even here the farmer is not in the same position as the merchant in financing his business. If he decides to keep milk cows, it will take him at least a couple of years to pay for his investment in cows, although he may get direct returns from the milk product right away. But the cows have to be fed, help has to be paid for, and the margin left each month to pay off his original investment in cows does not accumulate very fast. The need for a different system of credit from that of the business man is apparent in carrying on the everyday operations in the farm itself. A mortgage of a few thousand dollars on a hundred acre farm keeps the owner right down to the grindstone the greater part of his life. On many farms there is little or nothing left over when the interest is paid.

* * *

Christmas Boxes

The Grocer, London, Eng.

There are many reasons why, in the conditions now ruling, retail grocers

should reduce their working expenses to the lowest possible level consistent with efficiency and the fair treatment of their employees, and one direction in which a saving can be effected by many members of the trade is by the abolition of the Christmas-box system. This system represents a voluntary tax which many shopkeepers were well able to bear in years past when net profits were on a more liberal scale than they are to-day; but few grocers can now afford to give presents to their customers, and we are glad to learn that the movement for the abolition of the system is gaining new adherents in many districts. A Braintree subscriber, C. H. Howard, writing in our correspondence pages to-day, informs us that the grocers of his district have agreed to discontinue "this self-imposed tax," and as they are undecided as to the best way to inform their customers of the fact he invites readers to give hints as to the procedure to be adopted. This invitation will, we hope, be promptly accepted by grocers who in recent years have abolished the system; and information sent either direct to Mr. Howard or for publication in our pages for the guidance of grocers in Braintree and elsewhere will be appreciated.

* * *

New Ontario's Resources

Journal of Commerce, Montreal.

Considering the vast resources buried in our outlying districts, it is remarkable how little many people know about our new northern lands. Many think nothing but bears and cold weather can be found so far north; they have no idea of the valuable asset we have in New Ontario. This district has a climate very similar to Minnesota and the Dakotas, or like the best part of our own North-West Provinces. It has about as much sunshine, probably more rain, better water on the average, and more easily obtainable, finer winters, less storms or blizzards and less danger of getting lost at night. Plenty of timber for building and fencing, also plenty of fuel, and in three years' time clearings may be free of stumps, and where fields are fenced (as they generally are) the prairie farmer has nothing to put over the new northern settler, especially as he is within 15 hours' ride on the railway of a civilization more than a century old. Of course there is a good deal of poor land; see-

(Continued on page 46.)



Thou Shalt Not Steal--Time

By A. F. Sheldon in the Business Philosopher

(Continued from a previous issue.)

Don't tell me that it would soon result in a vast "over-production."

I have no sympathy with those who cry "over-production."

The trouble is under-consumption, through lack of capacity to purchase. The "high cost of living" is due to under-production per human unit.

There is no such thing as over-production when millions of people are merely existing and not really living.

The cry of "over-production" is all nonsense while there is one worthy one left who has not enough food, raiment and shelter and then some for the accoutrements of culture.

Don't tell me that employers are generally such a bad, selfish lot.

Millions of employers are almost breaking their backs under the burden of proprietorship. These burdens are, in nine cases out of ten, due to the tactics of the time killer.

Don't tell me that they would not increase wages and be glad to do it if everyone would get busy and do his best.

There would then be something besides deficits and borrowed money out of which to pay wages.

Millions of employees are at their jobs just to see "how much they can get out of it" instead of to see "how much they can put into it."

The result is that there is not enough in the business, which is furnishing them the job, to enable the owner of the business to take much out with which to pay big wages.

Go to the bee, thou time killer, study his ways and be wise.

The workers and honey makers in a real beehive have no use for the drones. They kill them off.

If you must kill something, kill the drones; don't kill time, for by killing time you yourself become a drone and are deserving of financial death.

An employee in a department store was once standing with his hands in his pockets doing nothing but nothing.

A fellow employee came up to him and said to him, "Take your hands out of my pockets."

The time killer got angry and said,

"Mind your own business, I have not got my hands in your pockets."

Whereupon the honey maker answered and said unto the drone, "You are stealing the time of the man I am working for. You are taking the time he has paid you for and idling it away. By doing this you subtract from the profit making power of this business. By subtracting from the power of the business to pay the rest of us, who are doing the best we can, you are literally taking money out of my own pocket and the pockets of your fellow employees; when you kill time standing there with your hands in your pockets doing nothing—when there are plenty of things you could find to do if you were working for this store instead of in it."

Granted, the circumstances of a business beehive employing 100 people. Granted that even ninety per cent. of the employees are rendering faithful service.

Thus do we see the far-reaching evil consequences of the time killer.

Don't kill him literally. Don't commit murder. But unless he mends his ways ostracize him. If you don't know what that means look it up in the dictionary.

Yes, yes, John, my dear fellow, I know full well that there are two sides to this great question.

I know there are employers who in some previous incarnation possibly not remotely removed, undoubtedly belonged to the hog family.

There are still types of the human hog but let me tell you this. He cannot long survive. There are not many of him left. His tribe is rapidly decreasing.

What's more, if I was working for a human hog and he wanted to get great service from me without giving in return I would then build the biggest fire of service possible. I would literally make it hot for him.

Doing so, I know full well that one of two things would be bound to happen to me.

My employer would either become ashamed of himself and begin to distribute the heat of reward or else some worthy employer would find me out.

You cannot hide the light generated

by the fire of faithful service under the bushel of any one business.

Let your light (of service) so shine that it shall be seen among men.

If in my prelude of the telling I have seemed harsh upon the time killer and time thief; if, perchance you, reader, have unconsciously been one, then remember the wisdom of Shakespeare when he said that we must sometimes be cruel to be kind.

If perchance my words have been very plain, remember it is not that I love the employer or the employee less but truth more and humanity more; and employers and employees are a large part of humanity.

I know that the interests of each are mutual, and may God speed the day when all see it so.

Seeing it so, and the truth of it is self-evident when once made plain, the only sensible thing left for each of us to do is to try it.

And "the way to resume is to resume."

An unwritten law of God has been thundering through the ages since man was made, which if put in writing, would read: "THOU SHALT NOT KILL TIME. NEITHER SHALT THOU STEAL TIME."



CORRESPONDENCE FROM CLERKS

In a recent issue of Canadian Grocer there appeared a window display with a description which had been sent in by a grocery clerk in an Ontario town. This clerk is a young man who keeps his eyes open, and he has made considerable capital out of the illustration. In writing Canadian Grocer he says in part: "I left the Canadian Grocer lying on the counter with the book open at this particular page. Many travelers and outsiders saw the picture and then enquired what paper it was. I told them all about it, especially how it keeps tab on the markets and about the various window displays which appear from time to time. I should not be surprised if a few subscriptions result from some of the people who saw the paper."

Canadian Grocer appreciates hearing from clerks at any time. We want to know how they are dressing their windows and invite photographs of good displays. We also want to know how clerks are selling goods which customers do not ask for. The more we hear from clerks the brighter and better will be



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

W. J. McIntosh, general merchant, Esdracton, N.B., died recently.

James Reid, M.P., and a general merchant at Charlo Station, N.B., died recently. He was born at River Charlo in 1839, and was seventy-six years of age. He was elected to the House of Commons as the representative of Restigouche in 1900, and was re-elected in 1904, 1908 and 1911.

Six of thirty-one grocers summoned in Hull, Que., for keeping their stores open after seven o'clock in the evening appeared before the recorder recently and each pleading guilty was fined \$1 and costs. The other 25 will appear on a future occasion, but will probably ask the council to amend the by-law, thus making it legal to keep their stores open later in the evening than is now permitted in the by-law. The clerks and some of the larger stores will likely oppose the amendment. The matter will be dealt with at the next meeting of the council.

The Dominion Commercial Travelers' Association, Montreal, has held its election of officers, the following being chosen by acclamation: R. C. Watkins, president; James Armstrong, first vice-president; Roseau Brosseau, second vice-president; Maxwell Murdock, treasurer. Messrs. Glaekmeyer, Joyee, Shea, Smith and Plante, were elected to the board of directors and with the five members who held over from last year, constitute the board of management, with John E. Wright, a member. A theatre night for a patriotic purpose is being considered in lieu of the annual dinner.

The quarterly meeting of the members of the Dominion Commercial Travelers' Mutual Benefit Society, was held in Montreal recently. The president, Chas. Roberts, occupied the chair. The nomination of officers resulted in the election of M. Salmon as president, W. J. Joyee as vice-president, and Chas. Gurd as treasurer. The following five members were unanimously elected as trustees: David Watson, Maxwell Murdock, F. S. Cote, R. Laurence and Paul Bernard. Notwithstanding the heavy calls during the year for indemnities, the total paid being \$24,000, the society still retains over \$14,000 in reserve. The board of directors, through the president, gave notice of motion to make three important changes in the by-laws with a view

to strengthening the security of the society. The meeting heartily approved of the changes, which will be voted on at the annual meeting, December 18th.

Ontario

H. C. McEwen, grocer and baker, Westport, Ont., suffered a fire loss recently.

Fred Paisley, manager of the grocery department of Moody & Clark, St. Thomas, Ont., and an old Alvinston, Ont. boy has enlisted.



E. L. CLEVERLY,
a Toronto grocer who has answered the Empire's call. He was secretary of the Grocers' Section, R.M.A., Toronto branch.

H. C. Herschman, sales manager of the Swift Canadian Company, Toronto, spoke at the Tuesday luncheon of the Toronto Advertising Club. His subject was "Breaking Into a New Territory."

A. E. James is making extensive alterations in his store block on East Colborne street, Brantford, Ont. The grocery and meat market business, formerly operated by James Brothers, is now being run in future by the James Grocery Company.

W. Bridge and A. Sitler, Palmerston, Ont., are opening a new grocery in the stand vacated by the National Railway Association, and George Detwiler, of Cargill, has purchased the general stock from G. W. Dulmage, of the same town, who retires after many years of successful business.

Western Canada

C. Holmes, grocer, Yorkton, Sask., is succeeded by B. Smith.

R. B. Lambert succeeds Edward Tissot, grocer, St. Claude, Man.

J. Gavin has opened a grocery and fruit business in the Sanitary Market, Regina, Sask. He was formerly proprietor of a restaurant in Regina but during the past five years has been in business in British Columbia.

A five-storey warehouse, 225 feet by 120 feet, is to be built at the corner of Hargrave street and Graham avenue, Winnipeg, Man., by the T. Eaton Company. The foundation of the building will be for a ten-storey structure, but at present five storeys will be put up.

A. H. Doe, who has been for years assistant stores commissioner of the Hudson's Bay Company, Winnipeg, Man., and who has resigned from his office for the purpose of accepting an appointment to the imperial munitions department, was the recipient of a purse of gold and an illuminated address at the hands of his associates. Mr. Doe leaves soon for England.

At the annual meeting of the Calgary, Alta., branch of the Northwestern Commercial Travelers' Association, the suggestion of a battalion formed for overseas duty of western travelers was advanced. The Northwest Commercial Travelers' Association has a roll call of about 6,000 members and many of these men have had previous military training in various parts of the world. The chief centres of the association are at Winnipeg, Brandon, Regina, Moose Jaw, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria, Nelson, Port Arthur and Fort William. The average age of the commercial travelers would be between 30 and 35.

J. M. Scott was unanimously elected president of the Northwest Commercial Travelers' Association at their annual general meeting held in Winnipeg. H. W. Lethbridge and George Bolton were named for the office of vice-president. L. C. Macintyre was again unanimously elected treasurer by acclamation. The following nominations were then made by the executive committee: J. E. Holland, W. J. Platt, A. Webber, O. H. Dingman, J. Snyder, John Brockest, E. M. Chantler, H. Turner, A. W. Johnston, George Harvey, Major C. M. Scott, J. G. Keir, G. O. Maecker, J. P. Minhinick. The annual meeting will be held Dec. 18.

Beans Higher in All Centres

Advances Reported From East to West—But it May be the Highest Point Before an Easing Off
— Freight Rates Increase Will Affect Molasses — Spanish Cooking Figs on the
Market—New Almonds in Good Demand—Low Grade Teas
Easier, But Good Teas Firm.

Office of Publication, Toronto, Nov. 25th, 1915.

IN both Montreal and Toronto this week the potato situation is up so tight that there has been another advance. As the trade and public alike know, this situation has been very firm for several months now, because of the rot which has gotten into the potatoes, owing to the wet weather, and the potato market has simply been a series of advances. There are, however, other happenings to offset this. This week, for the first time in the history of the vegetable market, British Columbia has sent potatoes down East. These are now coming into Toronto, and what is more they are laid down here for about 5c less than the present market price of either Delawares or Ontarios. This new departure of British Columbia is significant in two ways: First of all it is significant because it is an extra line in which the West is helping the East. A couple of years ago hogs were sent down East from Western Canada for the first time. Now the West comes along and helps again in the matter of food provisions by sending potatoes to Eastern Canada. There is an excellent crop in both Alberta and British Columbia this year. The second way in which this news is significant is that it will help to relieve the tightness in the market of the price of potatoes. More competition means, of course, an easiness in the market, particularly when these potatoes are laid down here for the first time at 5c lower than the present market levels obtaining in Toronto.

The canned goods situation grows interesting because gradually, but none the less surely, canned goods are firming up and getting dearer in price. About three or four months ago canned tomatoes, peas, beans and corn, were selling in Toronto and Montreal for 20 to 30c per doz. less than what they are selling for to-day. This is a noteworthy advance. Canadian Grocer some time ago predicted that the price of tomatoes would be at least that much higher by the end of the year and its prediction has already come true and there is still one month of the year to go. There is a large export of these canned vegetables to England, partially for the men in the trenches, and the production has not been anything like as large in Canada this year. Last year was a bad year for canned goods in the Dominion, but this has certainly proved better so far, and high prices are obtaining. It looks as if the trade and the public alike can look for still higher prices in the case of tomatoes, although corn and peas are not quite so likely to advance. They may do so, however.

A good many English products are on the trek again towards higher prices. Among the changes this week are noticed that mustard in quarter-pound tins is up 10c per pound, while pickles, preserves and malted vinegar are all showing advances from a few months ago. Other lines on the upgrade are capers, currie powders and marmalades. The trade will welcome the news that shelled walnuts will arrive much earlier this year than they did last. Grocers remember, with no very pleasant feelings, that last year the shipments were tied up and they only just got to the trade in time for very last Christmas business. This time, however, it is different, and although at one time it was expected that we should duplicate last year's experience, we now know that shelled walnuts will arrive earlier. In fact a big shipment is due to reach St. John's next week. That means the trade will get them fairly early in December. The demand for nuts by the way is exceptionally heavy, particularly in almonds, filberts and walnuts, both shelled and in the shell.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS.

Weakening of wheat market.
Supplies of Ontarios scarce.
Big demand for all kinds of feeds.
Rolled oats market weaker.

PRODUCE AND PROVISIONS.

Geese and ducks in good demand.
Small fowl dropped to 10-12c.
Good demand for heavy fowl.
Shortening up 1/2c per lb.
Breakfast bacon and backs selling.
Expect butter demand from West.
Cheese market been skyrocketing.
New laid eggs jumped to 50c.

FISH AND OYSTERS.

Advent starts next week.
Navigation close means big business.
All fish tend high except codfish.
Frozen fish prices hold up well.
B.C. salmon may advance sharply.
Oysters in Montreal below average.

FRUIT AND VEGETABLES.

Spies getting scarce; \$6.50 quoted.
Baldwins and Greenings bring \$4.50.
Fameuse and McIntosh up to \$6.
Malaga lemons drop to \$4.
Blue grapes done; Tokays up.
Hothouse tomatoes take another rise.
Sweet potatoes now \$1.75 per hamper.

GENERAL GROCERIES.

Fancy molasses advanced a cent.
Bean market as firm as ever.
Advance in rice reported.
Beans, 3-lb. pickers, \$4.35 bushel.
Norwegian sardines up 50c case.
Filberts advance to 13 1/2-15c lb.
Canadian salted herrings up.
Dried fruits hard to get.
Further canned goods advance.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS.

Butter firmer; slightly higher.
Lard scarcer and dearer.
Eggs up to 50 cents.
Storage situation sound.
No change in poultry.
Cheese prices up once more.

FISH AND OYSTERS.

Extras smelts selling.
Good trade in oysters.
Frozen fish selling now.
Smoked lines getting hold.

FLOUR AND CEREALS.

Manitobas up 15 cents.
Big demand for rolled oats.
Some feeds higher.
General grain trade good.
Big all-round export demand.

FRUIT AND VEGETABLES.

Artichokes on the market.
Pomegranates selling here.
Potatoes up a nickel.
Root vegetables selling better.
Apples firmer all round.

GENERAL GROCERIES.

No change in spices.
Common teas lower.
Spanish figs come in.
Shelled almonds arrive.
Prunes slightly lower.
Scarcity of beans.

QUEBEC MARKETS

Montreal, Nov. 25.—About three or four months ago canned tomatoes, peas, beans and corn were selling in the neighborhood of 80c for tomatoes, and lower quotations on the others. To-day, tomatoes are selling as high as \$1.15, although in Montreal, owing to the com-

petition between certain houses carrying fairly heavy stocks, the price is being held down to \$1.05. This illustrates effect the holding company had on the situation, and those who bought heavily when the market was down, have every reason to congratulate themselves. It was predicted some time ago that the price of tomatoes would be \$1.25 by May. At the rate it is going up now, that figure may be reached before May.

Trade all round is exceptionally good. One of the big wholesale houses reports that their city trade at this period is far ahead of what it was last year, showing that dealers are buying more freely. They are also buying more of the luxuries than they did a year ago. There are one or two failures in the city, but there are failures in normal times. There are also one or two new grocers opening up.

Towns on the Gaspé coast and points in the lower provinces reached by water from Montreal are having some difficulty in securing supplies, as shipping facilities to these points are poor, due to shortage of bottoms. Thus, towards the close of navigation, wholesale houses have been seriously hampered. The situation was made worse by the grounding of the *Lady of Gaspé* some time ago. These conditions work to the disadvantage of Montreal. It is surprising that these conditions should prevail, as there is an abundance of freight in the fall and spring, and, while it is true that things are slack in summer, the shipping companies are able to make up for it in tourist traffic. It is contended that steamship lines on this service should be subsidized by the Provincial Governments of Quebec and the Maritimes, who are interested in the exchange of supplies.

The potato market is going up again, another sudden jump having taken place. This followed when the shippers found it necessary to line their cars, and it amounted to about 10c per bag.

All English condiments and fruit products are rising again. Among the changes this week are mustard, in ¼-lb. tins, which are up to 50c per lb., whereas they were 40c; pickles, that were \$2.90, are up to \$3.50 per do.; preserves, that were \$2, are up to \$2.80; malt vinegar is up from \$1.75 to \$2.50. Other lines on the up-grade are capers, stearine candles, currie powders, marmalades and other lines of more or less consequence.

Norwegian sardines are up 50c a case, and there is now nothing much to be had at less than \$12 per case. Canadian sardines are selling at \$3.25, which is a low price, having sold as high as \$4.50. The fishing has been good in Canada this year, and the demand from abroad not so heavy. Canadian salted herrings, on the other hand, are rising, as they are

wanted in Europe. Quotations now are: Barrels \$6.40, and half-barrels \$3.75.

It will relieve grocers all over Canada to learn that shelled walnuts are almost sure to arrive in this country earlier this year than they did last; in fact, a big shipment is expected to reach St. John, N.B., next week, which means that the trade will be supplied early in December. They are being sold, to arrive, on a basis of 40c to the retail trade. The demand for filberts, almonds and walnuts, both shelled and in shell, is heavy.

SUGAR.—There was a sudden weakness of the raw sugar market last week, the price of Cuban raws dropping from 41⁷/₈c (at which price little was sold) to 33³/₄c or lower. The situation is that refiners here and in the United States are well supplied, but if they want to buy for immediate delivery the market is firm. Attention was drawn last week to the fact that the differential between the price of refined here and in New York was low—about 35c. It was suggested that the low price of beet sugar had something to do with this. Raw beet sugar has been selling 40c to 50c below cane sugar, but the only effect of this has been to keep the cane market strong. The beet sugar market may have something to do with the low price in Canada, but the keen competition in this country has probably more to do with it. Early this week the price of refined in New York was still 6c. The trade are fairly well stocked up for several weeks ahead, and refiners are beginning to catch up with their orders.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 40
50 lb. bags	6 50
2 and 5-lb. cartons	6 70
Yellow Sugars—		
No. 3	6 25
No. 1	7 00
Extra Ground Sugars—		
Barrels	6 75
50 lb. boxes	6 95
25 lb. boxes	7 15
Powdered Sugars—		
Barrels	6 55
50 lb. boxes	6 75
25 lb. boxes	6 95
Paris Lump—		
100 lb. boxes	7 00
50 lb. boxes	7 10
25 lb. boxes	7 30
Crystal Diamonds—		
Barrels	7 00
100 lb. boxes	7 10
50 lb. boxes	7 20
25 lb. boxes	7 40
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

TEA.—Invoices now arriving for teas bought in Colombo and Calcutta at the end of September show a falling off in price of a halfpenny or more. In a period of seven weeks there has been a drop of about a penny. This is for teas costing 10½-11½d. The teas, however, are not as good as have been arriving. They draw pretty well, but apparently have been plucked too low down, giving a coarser leaf. Thus advantage is being taken of high prices. The market on all grades of Japan tea is strong. The local demand is only fair, most dealers being well supplied.

DRIED FRUITS.—The wholesale

trade, taken as a whole, is not well supplied for the Christmas trade, and there is likely to be a shortage. This is proved by the number of telegrams reaching importers, asking them to rush through supplies by first car. Importers, who have not been importing heavily, fearing that prices might drop, are more or less in the same position. One of the largest in Montreal had a man in New York all this week buying up supplies. As New York terms are ten days, he was only able to do this for a certain period.

Some Montreal houses have no stocks of evaporated apples. On account of the high prices asked this year, they did not buy any. There are other houses who have no currants to offer, and are not sure at time of writing whether they will get any new stuff at all. It is predicted that if Greece enters the war, the price of currants will jump probably 4c or 5c per lb. immediately. New Halloween dates, loose, are being offered rather freely at 7½c, but packages are not expected from New York for some time. One of the largest wholesale houses in this city has no Smyrna figs; they received a small shipment of Californias last week, but they are sold out already, the price being 12c lb. for 10-lb. layers. It is understood, of course, that where Smyrna figs are offered they are old. They cannot be bought even from New York, as that would be trading with the enemy.

The same house is sold out of prunes in a good many numbers. This means that the dealer has been buying heavily and early. Further supplies are expected, but not large supplies, nor early ones. Some houses have bought Valencia raisins; others have not. This is expected to affect the Spanish trade, the Americans making serious inroads. The price of Valencias is too high this year.

From the importer's point of view the situation is about the same. One importer has this week been selling currants to wholesalers at a high price, but the big demand comes from bakers. The same firm states that figs, both Smyrnas and Californias, are scarce. The bulk of the latter crop is reported to have gone to Europe. Of Sultanias there are practically none. The trade are using California seeded raisins instead. Peels are scarce, but there is not the demand there used to be; they are, however, an essential for making mince meat and plum pudding.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 69½
Apples, choice winter, 50-lb. boxes	0 69
Apples, choice	0 16
Nectarines, choice	0 11½
Peaches, choice	0 09
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 22½
Lemon	0 17
Orange	0 18
Currants—		
Filiatras, fine, loose, new	0 10½
Filiatras, packages, new	0 11½

mand at present. We have not seen beans so scarce in years. This may be the last big advance before easier prices—on the principle of the darkest hour being before the dawn.

A new line to come in—that is, new for this year—is Spanish cooking figs. There are not an awful lot, but some people on the street have them, and they are worth around 7½c to 8c. The trade has been purchasing them actively.

The advance referred to last week, which was about due in flour, materialized one day this week, and Manitobas went up 15c. There is a big demand for flour; most millers are sold up till end of December, and some till end of January. Export demand has been particularly heavy. This applies also to oats. Feeds are higher, too.

Apparently we are now doing a good trade with the United States in herring. The States have not been able to secure usual stocks this year, and so, according to a report from the American Consul at Ottawa, Canada has stepped into the breach. The report says:

"It is reported that an American firm, being unable to secure Scottish herring on account of war conditions, recently offered to purchase 50,000 barrels of Canadian herring at a very high price if the fish could be obtained in a satisfactory condition. This is particularly noteworthy, as Canadian herring now sells at \$2.50 a barrel, while the Scottish product has been selling at \$10 to \$15 a barrel. The low price of the Canadian herring (as well as all other herring in the Western Hemisphere) is due to imperfect and unsatisfactory curing and packing.

"The Canadian herring fisheries are said to be the richest in the world, and the quality of the fish is quite as good as the North Sea product. This industry of Canada has great opportunities at the present time, and an effort is being made to cause such inspection, standardization and advertising of the product as will enable it to command the markets, which, with improved conditions, will be found awaiting it."

Canned goods quotations have been extended a good deal this week, so that it takes in now all prices on fruits in all sizes. These, by the way, are doing a good business, and, considering that Christmas goods are the big thing right now, demand is consistently good. Tomatoes and corn are not so much in demand, but scarcity makes for firmness.

SUGAR.—After all the excitement of the last two weeks it is perhaps natural that we should experience now a quietness and dullness in this market. There is little feature, and no price change. The market on raws is down about ¼c. The easiness in raws in New York is a result of heavy buying lately. There is a

steady undertone to the market; the big point to remember is that there is an actual scarcity of raws at the present time, and must be for a little while. So that, though the buying trade is pretty well stocked at the moment, it does not mean that this condition will continue indefinitely. At present, however, the situation is easier.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 46
20 lb. bags	6 56
10 lb. bags	6 61
2 and 5-lb. cartons	6 75
Nova Scotia refined, 100-lb. bags	6 36
New Brunswick refined, 100-lb. bags	6 40
Extra Ground Sugars—	
Barrels	6 86
50 lb. boxes	7 06
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 66
25 lb. boxes	7 06
Crystal Diamonds—	
Barrels	7 21
100 lb. boxes	7 11
50 lb. boxes	7 31
Cartons (20 to case)	7 76
Cartons (50 to case)	8 66
Crystal Dominoes, cartons	8 11
Paris Lumps—	
100 lb. boxes	7 11
50 lb. boxes	7 31
25 lb. boxes	7 51
Yellow Sugars—	
No. 1	6 06
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The situation, which is slightly mixed owing to confusing advices, seems to reflect pretty certainly an easiness in common grades, though medium and especially fine teas are very firm and high. A mail advice, dated November 4th, from London, says that, though mediums in both Ceylons and Indians are firm enough, common grades are lower. There seems to be a lot of the latter on the market these days. The flavor we hear from several sources, is very poor, though. In view of the extra tax imposed in Britain some time ago, people naturally enough expected a run on teas for price, which would be supposed to firm them up. Instead of this happening, however, we see low grades tending downwards. The fact of poor quality, and also that there are big qualities getting to the auctions, must have negated this probability. Fine grades and mediums, as we say, are, however, firm and tend higher-wards.

SYRUPS AND MOLASSES.—It looks like higher prices again pretty soon. In view of the advance in freight rates, effective first of next month, the trade expects higher levels for molasses. It is said there will be an advance of 5c to 6c per 100 lbs. This will not, of course, affect us as much in this market as it will Quebec trade, because we don't buy the quantity that they do. Nevertheless we shall feel it. Other syrups show little change, either in price or sentimentally.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 64½
Pails, 3¾ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4½c; ½ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	0 60 0 65

DRIED FRUITS.—Just as an index to the big strain there has been on Cali-

fornia this year, as the universal provider for raisins, it is interesting to note that this year shipments have doubled the amount of last year, and are five million pounds more than in 1913. They aggregate this year nearly thirteen million pounds. Moreover, California's imports of raisins this year are just about half what they were in 1914. There are still a few Valencias on the street, but only a few dealers have them. They can get pretty well what they like for them. The scarcity makes Valencias almost monopolistic. There is nothing very new in the currant situation. The trade knows all about the tightness now. This is really acute. If any dealer still has to buy he should get in right away. The sooner the better. Trade is buying heavily for Christmas business, and it is firming levels up. There are some Spanish cooking figs on the market this week. They are worth around 7½c to 8c. Only a few dealers have them. Citron peel is still strong, and, oddly enough, there seems to be a bigger demand this year just because apparently there is a shortage of stocks. Dates, peaches and other lines show no change, except, perhaps, added strength.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 22	0 25
Currants—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Half-ones	0 07½	0 08
Pines—		
30 Pils, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
25 lb. boxes, ½c more.		
Peaches -		
Choice, 50 lb. boxes	0 06	0 06½
25 lb. boxes, ¼c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 19½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—New shelled almonds arrived here this week for the general trade after a delay of many days. They were eagerly bought. We quote a price of 40c to 42c. Some are selling a trifle under that, we hear. All kinds of nuts, both in shell and shelled, are selling well enough. Filberts have experienced a revival of interest during the last few days, and Christmas purchasing goes on apace. Shelled walnuts are strong, too.

In Shell—	Per lb.
Almonds, Tarragona	0 17½ 0 18
Brazils, medium, new	0 15 0 16
Brazils, large, washed, new	0 17 0 18
Chestnuts, peck	1 75 2 00
Filberts, Sicily, new	0 13 0 14
Peanuts, Jumbos, roasted	0 12½ 0 13½
Peanuts, hand-picked, roasted	0 11 0 11½
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 11 0 12
Walnuts, Marbots	0 13 0 14
Shelled—	
Almonds	0 40 0 42
Filberts	0 35 0 35
Peanuts	0 11 0 11½
Pecans	0 55 0 60
Walnuts	0 36 0 38

CANADIAN GROCER

SPICES. This market has quieted down somewhat latterly, and the activity in several lines has settled into more like a jog-trot. In the primary market there is a fair grinding demand, but no specific interest and little speculation. Cream of tartar continues to be in fair demand, as do also black and white peppers.

	Compound, per lb.	Pure, per lb.
Allspices, ground	0 18	0 18
Allspices, whole	0 21-0 22	0 21-0 22
Cassia, ground	0 14-0 16	0 22-0 24
Cinnamon, Batavia	0 27-0 30	0 27-0 30
Cloves, whole	0 27-0 30	0 27-0 30
Cloves, ground	0 18-0 22	0 28-0 30
Cream of tartar	0 45-0 60	0 55-0 65
Curry powder	0 30-0 32	0 30-0 32
Ginger, Cochin	0 15-0 17	0 18-0 22
Ginger, Jamaica, ground	0 18-0 21	0 22-0 28
Ginger, Jamaica, whole	0 25-0 30	0 14-0 18
Ginger, African, ground	0 14-0 18	0 30-0 40
Mace	0 30-0 40	0 30-0 40
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	0 30-0 40	0 30-0 40
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 30-0 40	0 30-0 40
Pastry spice	0 25-0 28	0 25-0 28
Peppers, black, ground	0 14-0 18	0 20-0 24
Peppers, black, whole	0 20-0 24	0 20-0 24
Peppers, white, ground	0 19-0 24	0 34-0 36
Peppers, white, whole	0 34-0 36	0 34-0 36
Pickling spice	0 18-0 20	0 18-0 20
Turmeric	0 18-0 20	0 18-0 20

RICE.—There is a firmer feeling all round, and the primary markets are said to have advanced prices. Our figures, which were on the higher side, are still about right. Patnas are strong. This market does little except experience these changes. It does not, of course, influence the market tone. There is a steady good buying demand here, but nothing spectacular at all.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09
Tapioa—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	0 05½

BEANS.—Prices are up this week at least half a dollar. This is in sympathy with all other centres. Spot beans are very scarce. We have gone into the reason for this before, and there is nothing new. The farmer won't devote time to them while this kind of weather remains. We now quote a price of \$4.50 to \$4.75. Blue peas show little change; they are firm at around \$3.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 05

TORONTO

CANNED GOODS.—The outstanding feature is that, though domestic demand for tomatoes is not exorbitant, stocks are not heavy, and there is a continuous call from England and the trenches for them. We quote \$1.17½, which is an advance of about 2½c. The same applies to corn and peas. There is an even, steady call for salmon, but nothing outstanding to report. We have this week extended our list of fruits, so as to take in all, and in all sizes.

Salmon, Sockeye—		
1 lb. tins, cases 4 doz., per doz.	2 52½	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½	2 72½
¼ flats, cases 8 doz., per doz.	1 67½	1 67½
Five cases or more, 2½c doz. less than above		
Chums, 1-lb. tins	1 20	1 20
Pinks, 1-lb. tins	1 45	1 45
Chums, 1-lb. tins	1 45	1 45
Red Springs, 1-lb. tins	2 00	2 00
Humphrey, ¼-lb. tins	0 50	0 50
Canned Vegetables—		

Tomatoes, 1s	1 17½	1 17½
Peas, standard	0 95	0 95
Early June peas	0 95	0 95
Extra silted peas	1 47½	1 47½
Corn, 2s, doz.	0 95	0 95
Fruits—		
3s Apples, Standard	1 05	1 05
3s Apples, Preserved	1 25	1 25
Gals. Apples, Standard	1 25	1 25
Gals. Apples, Preserved	1 25	1 25
2s Blueberries (Blackberries), Standard	1 25	1 25
2s Blueberries (Blackberries), Preserved	1 25	1 25
Gals. Blueberries (Blackberries), Standard	1 25	1 25
2s Cherries, Red (put in light syrup)	1 20	1 20
2s Cherries, Black, put in heavy syrup	1 20	1 20
2s Cherries, Red, put in heavy syrup	1 20	1 20
2s Cherries, Red, put in heavy syrup	1 20	1 20
Gals. Cherries, Red, put in heavy syrup	1 20	1 20
2s Cherries, White, put in heavy syrup	1 20	1 20
2s Cherries, White, not put in heavy syrup	1 20	1 20
2s Currants, Black, heavy syrup	1 20	1 20
2s Currants, Black, Preserved	1 20	1 20
Gals. Currants, Black, Standard	1 20	1 20
Gals. Currants, Black, solid pack	1 20	1 20
2s Currants, Red, heavy syrup	1 20	1 20
2s Currants, Red, Preserved	1 20	1 20
Gals. Currants, Red, Standard	1 20	1 20
Gals. Currants, Red, solid pack	1 20	1 20
2s Gooseberries, heavy syrup	1 20	1 20
2s Gooseberries, Preserved	1 20	1 20
Gals. Gooseberries, Standard	1 20	1 20
Gals. Gooseberries, solid pack	1 20	1 20
2s Grapes, White, Niagara, Preserved	1 20	1 20
Gals. Grapes, White, Niagara, Standard	1 20	1 20
2s Lawtonberries (Blackberries), heavy syrup	1 20	1 20
2s Lawtonberries (Blackberries), light syrup	1 20	1 20
2s Lawtonberries, Preserved	1 20	1 20
Gals. Lawtonberries, Standard	1 20	1 20
2s Peaches, White, heavy syrup	1 20	1 20
2s Peaches, White, heavy syrup	1 20	1 20
1s Peaches, Yellow, heavy syrup, tins	1 20	1 20
1s Peaches, Yellow, heavy syrup, tins	1 20	1 20
2s Peaches, Yellow, heavy syrup	1 20	1 20
2s Peaches, Yellow, heavy syrup	1 20	1 20
3s Peaches, Yellow, heavy syrup	1 20	1 20
3s Peaches, Yellow, whole, heavy syrup	1 20	1 20
3s Peaches, Pie, not peeled	1 20	1 20
3s Peaches, Pie, peeled	1 20	1 20
Gals. Peaches, Pie, not peeled	1 20	1 20
Gals. Peaches, Pie, peeled	1 20	1 20
Gals. Pie Fruits, assorted (add 5c)	1 20	1 20
2s Pears, Bartlett, heavy syrup	1 20	1 20
2s Pears, Bartlett, heavy syrup	1 20	1 20
3s Pears, Bartlett, heavy syrup	1 20	1 20
2s Pears, Flemish Beauty, heavy syrup	1 20	1 20
2s Pears, Flemish Beauty, heavy syrup	1 20	1 20
3s Pears, Flemish Beauty, heavy syrup	1 20	1 20
2s Pears, Keiffers, heavy syrup	1 20	1 20
2s Pears, Keiffers, heavy syrup	1 20	1 20
3s Pears, Keiffers, heavy syrup	1 20	1 20
2s Pears, light syrup, Globe	1 20	1 20
3s Pears, light syrup, Globe	1 20	1 20
3s Pears, Pie, not peeled	1 20	1 20
3s Pears, Pie, peeled	1 20	1 20
Gals. Pears, Pie, peeled	1 20	1 20
Gals. Pears, Pie, not peeled	1 20	1 20
2s Pineapple, Sliced, heavy syrup	1 20	1 20
2s Pineapple, Sliced, heavy syrup	1 20	1 20
3s Pineapple, Sliced, heavy syrup	1 20	1 20
2s Pineapple, Whole, heavy syrup	1 20	1 20
2s Pineapple, Sliced, Hygeian Brand	1 20	1 20
2s Plums, Damson, light syrup	1 20	1 20
2s Plums, Damson, light syrup	1 20	1 20
3s Plums, Damson, light syrup	1 20	1 20
2s Plums, Damson, heavy syrup	1 20	1 20
2s Plums, Damson, heavy syrup	1 20	1 20
Gals. Plums, Damson, Standard	1 20	1 20
2s Plums, Egg, heavy syrup	1 20	1 20
2s Plums, Egg, heavy syrup	1 20	1 20
3s Plums, Egg, heavy syrup	1 20	1 20
2s Plums, Green Gage, light syrup	1 20	1 20
2s Plums, Green Gage, heavy syrup	1 20	1 20
3s Plums, Green Gage, light syrup	1 20	1 20
3s Plums, Green Gage, heavy syrup	1 20	1 20
Gals. Plums, Green Gage, Standard	1 20	1 20
2s Plums, Lombard, light syrup	1 20	1 20
2s Plums, Lombard, light syrup	1 20	1 20
3s Plums, Lombard, light syrup	1 20	1 20
2s Plums, Lombard, heavy syrup	1 20	1 20
2s Plums, Lombard, heavy syrup	1 20	1 20
3s Plums, Lombard, heavy syrup	1 20	1 20
Gals. Plums, Lombard, Standard	1 20	1 20
2s Raspberries, Black, heavy syrup	1 20	1 20
2s Raspberries, Black, light syrup	1 20	1 20
2s Raspberries, Black, Preserved	1 20	1 20
Gals. Raspberries, Black, Standard	1 20	1 20
Gals. Raspberries, Black, solid pack	1 20	1 20
2s Raspberries, Red, heavy syrup	1 20	1 20
2s Raspberries, Red, light syrup	1 20	1 20
2s Raspberries, Red, Preserved	1 20	1 20
Gals. Raspberries, Red, Standard	1 20	1 20
Gals. Raspberries, Red, solid pack	1 20	1 20
2s Rhubarb, Preserved	1 20	1 20
3s Rhubarb, Preserved	1 20	1 20
Gals. Rhubarb, Standard	1 20	1 20
2s Strawberries, heavy syrup	1 20	1 20
2s Strawberries, Preserved	1 20	1 20
Gals. Strawberries, Standard	1 20	1 20
Gals. Strawberries, solid pack	1 20	1 20

MANITOBA MARKETS

Winnipeg, Nov. 24. Wholesalers report trade conditions as active and satisfactory. Shipping departments among the wholesale grocers are being worked over-time, and even this early, lines of Christmas specialties are selling well.

City trade shows considerable improvement and is on a thoroughly healthy basis. The prevailing high price obtained for the crop so far marketed has undoubtedly been beneficial to business.

Sugar is steady at the advance, but prices as a rule are little changed.

SUGAR.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 50
Extra ground or icing, boxes	7 85
Extra ground or icing, bls.	7 85
Powdered, boxes	8 05
Powdered, bls.	7 15
Hand lump (100-lb. case)	7 95
Montreal, yellow, bags	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halves, 50 lbs., per cwt.	7 70
Bales, 20 lbs., per cwt.	7 85
Powdered, 50s	7 40
Powdered, 25s	7 75
Icing, barrels	7 70
Icing, 50s	7 95
Cut loaf, barrels	7 80
Cut loaf, 50s	8 05
Cut loaf, 25s	8 20
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bls.	7 10
Bar sugar, boxes	7 35
Icing sugar, bls.	7 30
Icing sugar, boxes	7 50
H. P. lumps, 100-lb. cases	7 40
H. P. lumps, 25-lb. boxes	8 05
Yellow, in bags	6 65

DRIED FRUITS.—There is a distinct revival in the dried fruit trade with the first signs of Christmas business. The narrow range of available fresh fruits also has an effect. Prices on prunes show changes on some sizes and the list has been revised.

Apples, evaporated, new, 50's	0 09½
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12½
Currents—	
Dry clean	0 08½
Washed	0 11
1 lb. package	0 10½
2 lb. package	0 21
Vostizzas, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 08
Hallowee, 1-lb. pkgs.	0 07½
Pard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06½
Choice, 25-lb. boxes	0 05½
Choice, 10-lb. boxes	0 06½
Raisins, Muscatels—	
3 crown, loose, 25's	0 08½
3 crown, loose, 50's	0 09
Raisins, Sultanas—	
Californias, 50's	0 12½
Prunes—	
90 to 100, 25s	0 07½
80 to 90, 25s	0 08½
70 to 80, 25s	0 09
60 to 70, 25s	0 09½
50 to 60, 25s	0 10½
40 to 50, 25s	0 11½
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 16-lb. boxes, per lb.	0 13½
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12½
Globe boxes, per doz.	1 00
Cooking figs, tins, about 5 lbs., lb.	0 07½
Cooking figs, choice naturals, 28-lb. bags	0 07 0 07½

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Nov. 25.—Creamery butter is now selling to the trade at 32c to 36c, New Zealand being off the market. Cheese is again higher. Large is 19¼c and Stilton 21¾c. Eggs, fresh and Vancouver Island are selling at open prices. Lard, 3's, is easier at \$8.85; 5's, \$8.75; 10's, \$8.70; and 20's, \$11.30. Almonds are selling at 42½c. Beans, Lyton, are 61½c lb. Figs, per box, are 90c. Lemons are easier at \$4.50. Potatoes are \$12 to \$17 per ton, which is higher. B. C. potatoes are being shipped to Eastern

CANADIAN GROCER

Canada, which is somewhat of a reversal of things. Rolled oats are \$2.80. Oranges, new navels, are \$4 per box. Sugar is now \$7.30 and yellows \$6.65. Dried apples are up to 11c, and prunes 7 $\frac{3}{4}$ c.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 32	0 36
Cheese, per lb., large, 19 $\frac{1}{2}$ c; twins.		0 19 $\frac{1}{2}$
Cheese, Stilton, lb.		0 21 $\frac{3}{4}$

Eggs—

Local fresh	0 50	0 60
Vancouver Island	0 58	0 60
Lard, 3's, per case		8 85
Lard, 5's, per case		8 75
Lard, 10's, per case		8 70
Lard, 20's, each		11 30

General—

Almonds, shelled, lb.	42 $\frac{1}{2}$ c	
Beans, Lyon, per lb.	6 $\frac{1}{2}$ c	
Cream of tartar, lb.	55 c	
Beans, Lyon		0 93
Figs, 12-10 oz. packages, per box.		0 93
Figs, 36-60 oz. packages, per box.		2 00
Cocoanut, lb.	0 18 $\frac{1}{2}$	
Cornmeal, bbl.	3 00	
Flour, best patents, per bbl.	6 30	
Honey, Idaho, 24 lbs.	4 50	
Lemons, box	4 50	
Potatoes, per ton	12 00	17 00
Roller oats, bbl. of 80 lbs.		2 80
Onions, lb.	0 14	
Oranges, new navel, box	4 00	
Rice, 50's, sack	1 30	
Sugar, standard gran., per cwt.	7 30	
Sugar, yellow, per cwt.	6 65	
Walnuts, shelled, lb.	0 45	
Jams, glass jars, doz.	2 25	
Jams, 4-lb. tins, doz.	7 50	

Canned Goods—

Apples, gals., 6-case	\$1 62	
Beans, 2's	2 10	
Corn, standard, per 2 dozen case	2 15	
Peas, standard, per 2 dozen case	2 10	
Plums, Lombard, 2's, case	1 90	
Peaches, 2 $\frac{1}{2}$'s, case	4 00	
Strawberries and raspberries, 2's, case	4 50	
Tomatoes, standard, per dozen, case	2 30	

Salmon—

Sockeye, 1's, 4 doz. case	\$9 00	
Sockeye, 1 $\frac{1}{2}$'s, 8 doz., case	10 75	
Pinks, 1's, 4 doz. case	4 00	

Dried Fruits—

Apples, lb.	11 c	
Apricots, per lb., 11c; Apples, lb.	10 c	
Prunes, 70-80, 25's, lb.	07 $\frac{1}{2}$ c	
Currants, per lb., 12c; Raisins, seeded, lb.	09 c	
Peaches, per lb.	06 $\frac{1}{2}$ c	
White figs, per lb.	06 $\frac{1}{2}$ c	

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Nov. 25.—Snow and ice have brought increased north country trade. Business in the West generally is exceptionally good and collections fine. No change in flour or sugar has occurred here of late. Rolled oats have advanced 15c bale. Beans are advancing, Edmonton wholesalers quoting \$4.20 per bushel, with every prospect of them going higher. No shipments of peel for Christmas trade have yet arrived, and shortage is felt keenly. Christmas lines are selling rapidly, and it is expected many stocks will be cleaned up early.

General—

Beans, Ashcroft, lb.	0 06 $\frac{1}{4}$	
Beans, white navy, per bush.	4 20	
Bran, ton	18 00	
Coffee, whole roasted, Rio	0 19	
Potatoes, per bush.	0 35	0 45
Roller oats, 20's, 80's, 40's		1 60
Roller oats, bbl., \$2.30; 80's		2 75
Flour, fancy patents		2 96
Flour, seconds		2 80
Rice, Siam, per cwt.		3 90
Shorts, ton		20 00
Sugar, standard gran., per cwt.		7 60
Sugar, yellow, per cwt.		7 20
Walnuts, shelled, lb.		0 38

Produce and Provisions—

Cheese, lb.	0 18 $\frac{1}{4}$	
Bacon, lb., 20c; bellies, lb.	0 9 $\frac{1}{4}$	
Butter, creamery, per lb.	0 32	
Butter, dairy, No. 1, 27c; No. 2.	0 22	
Eggs, extra, per doz.	0 40	
Eggs, No. 2	0 32	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	9 00	
Lard, pure, 5's, per case	9 85	
Lard, 10's, per case	9 75	
Lard, pure, 20's, each	3 23	

Canned Goods—

Corn, standard, per two dozen	2 20	
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Peas, standard, 2 dozen	2 20	
Peas, standard, 2 dozen	2 15	
Plums, Lombard	2 25	
Peaches	3 55	
Strawberries, \$4.45; raspberries	4 00	
Tomatoes, standard, per 2 dozen	2 20	
Salmon, sockeye, 4 doz. talls, case, 1s	9 65	
Salmon, pinks, case	4 14	
Cohoes, 1's, \$5.80; humpbacks, 1's	4 35	
Lobster	2 35	

Dried Fruits—

Evaporated apples, 50's	0 10 $\frac{1}{4}$	
Apricots, 25's	0 12	
Peaches, 25's	0 07	
Pears, 25's	0 13	
Prunes, 90-100, 25's, unfaced	0 07	

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 25.—Currants are getting very scarce, bulk, re-cleaned, being 13c. White beans are up, being now quoted at 7c and a further advance almost sure. Large cheese now up to 19 $\frac{1}{2}$ c. Rolled oats advanced 15c Tuesday. California Valencia raisins are expected next week, and are offering at 10c. All kinds of nuts in shell are likely to go higher. Some advances have already taken place. Threshing is now nearly over. Retail business all over is good.

General—

Beans, small white Japan, lb.	0 07	
Flour, No. 1 patent, 98's	2 90	
Flour, extra fancy, gal.	0 67	
Roller oats, bbl.	2 70	
Roller oats, 80's	2 30	
Rice, Siam, cwt.	4 00	
Potatoes, local, per bush	0 35	
Sugar, pure cane, granulated, cwt.	7 60	
Shelled walnuts, finest halves, lb.	0 40	
Shelled walnuts, broken, lb.	0 30	

Produce and Provisions—

Cheese, new, Ontario, large, per lb.	0 19 $\frac{1}{4}$	
Butter, creamery, lb.	0 34	
Butter, No. 1, dairy, lb.	0 30	
Eggs, select storage, case	9 00	
Lard, pure, 3s, per case	9 60	
Lard, pure, 5s, per case	9 55	
Bacon, smoked backs, per lb.	0 21	
Bacon, smoked bellies, per lb.	0 22 $\frac{1}{4}$	

Canned Goods—

Tomatoes, 3s, standard, case	2 85	
Corn, 2s, standard, case	2 25	
Peas, 2s, standard, case	2 35	
Tomatoes, gals., case	2 10	
Apples, gals., Ontario, case	1 75	
Strawberries, 2s, Ontario, case	4 96	
Raspberries, 2s, Ontario, case	4 50	
Lobster, 1/2s, per doz.	2 65	
Salmon, finest sockeye, talls, 48x1s, per case	10 00	
Salmon, pink, talls, 48x1s, per case	4 50	

Dried Fruits—

Currants, lb.	0 13	
Evaporated apples, 50s, per lb.	0 11	
Peaches, choice, 25s, per lb.	0 07 $\frac{1}{4}$	
Apricots, choice, 25s, per lb.	0 10	
Pears, choice, 25s, per lb.	0 14	
Prunes, 90-100	0 07	
Sultana raisins, Cal., extra fancy	0 15	
Valencia raisins, Cal., lb.	0 10	

Fruits and Vegetables—

Grapefruit, Cal.	5 00	
Grapefruit, Florida, case	6 75	
Oranges, case	5 50	6 50
Lemons, case	5 00	
Peaches, crate	0 01	1 00
Tomatoes, Cal., crate		2 50

SASKATCHEWAN MARKETS

Regina, Nov. 25.—Considerable snow has fallen at Regina of late, and winter weather prevails, although it has moderated somewhat. The winter trade has begun, and staple winter goods are in great demand. Creamery butter is retailing this week on the city market at 35 dairy at 3 lbs. for \$1, and fresh eggs (strictly) are being disposed of at 40 cents. Business with both wholesalers and retailers remains good, and collections are coming in well. A blockade of wheat is reported in many sections of the prairies, the railways in some instances, being unable to supply sufficient cars to remove the grain as it is brought in. Elevators everywhere are full.

Produce and Provisions—

Butter, creamery, per lb.	0 31	
Butter, dairy, No. 1	0 23	
Cheese, per lb., large	0 17 $\frac{1}{2}$	
Eggs, new laid	0 40	
Eggs, fancy, storage	0 35	
Eggs, good, storage	0 30	
Lard, 3's, per case	9 35	
Lard, 5's, per case	9 30	
Lard, 10's, per case	8 30	
Lard, 20's, per case	12 10	

General—

Beans, Ontario, per bushel	3 90	
Coffee, whole roasted, lito	0 17	0 17 $\frac{1}{2}$
Cream of tartar, lb.	0 50	
Cocoanut, lb.	4 19	
Cornmeal, bbl.	2 95	
Apricots, per lb.	0 12	
Flour, 98's	3 00	
Roller oats, 80's	2 20	
Rice, per cwt.	3 90	
Onions, 100 lbs.	1 50	
Sugar, standard, gran., per cwt.	7 39	
Sugar, yellow, per cwt.	6 99	
Walnuts, shelled, 41c; almonds	0 41	

Canned Goods—

Apples, gals., case	1 65	
Beans	2 25	
Corn, standard, per 2 dozen	2 23	
Peas, standard, per 2 dozen	2 40	
Plums, Lombard	2 10	
Peaches	3 10	
Raspberries, \$4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 00	

Salmon—

Sockeye, 1's, 4 dozen case	9 55	
Sockeye, 1 $\frac{1}{2}$'s, 8 doz.	12 35	
Cohoes, 1's	6 00	
Humpbacks, 1's	4 60	

Fruits and Vegetables—

Apples, Washington, bbl.	1 75	
Celery	0 19	
Cranberries, per bbl.	10 50	
Lemons	5 00	
Oranges, Valencias	5 75	
Potatoes, bushel	0 60	0 63

Dried Fruits—

Currants, per lb.	0 13	
Prunes, 70-80, 25's, lb.	0 12	
Evap. apples, 50's, lb.	0 09 $\frac{1}{4}$	

NEW BRUNSWICK MARKETS

By Wire.

St. John, Nov. 25.—There has been another sharp upward trend in cheese, as stocks are only fair. Prices are now 18c to 19c. It will likely be higher, as other dairy products are holding their own. Eggs are a little firmer. Winter freights are effective from the West, and merchants think this is partly the reason for present firmness in flour. Buckwheat flour is easier, Western 98-lb. bag being \$3.50. Many are looking for easier figures in sugar later on in December. The situation strengthened, owing to difficulty of securing vessels for bringing stock from West Indies. Another advance has occurred in beans, yellow being \$4.10 to \$4.15, with further jumps expected. Canned vegetables are nearly all 2 $\frac{1}{2}$, and canned fruits 5c per dozen higher. The dried fruit market is developing strength. Raisins and prunes are higher, and currants have increased to 11 $\frac{3}{4}$ c to 12c. Compound lard is up to 12 $\frac{1}{2}$ and 12 $\frac{3}{4}$ c. Bran is higher by a dollar per ton, with no change in middlings.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	
Reef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	26 00	28 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 32
Eggs, new laid	0 40	
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 12 $\frac{1}{2}$	0 13 $\frac{1}{4}$
Lard, pure, per lb.	0 15	0 15 $\frac{1}{4}$
Cheese, new	0 18	0 19

Flour and Cereals—

Cornmeal, gran.	5 75	
Cornmeal, ordinary	1 75	
Flour, Manitoba, per bbl.	6 85	
Flour, Ontario	6 35	
Flour, buckwheat, western, 98 lb. bag	3 50	
Roller oats, per bbl.	6 00	

Fresh Fruits and Vegetables—

Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 35

FRUIT AND VEGETABLES

B.C. Potatoes Coming East

For First Time in History—Good Crop There—Apples Are Firm—Root Vegetables Selling Well—Artichokes and Pomegranates Selling—Lemons and Pineapples Easier.

MONTREAL

FRUIT.—There appears to be a shortage of Spys, especially of No. 1's, which are selling up to 6.50. The demand is not heavy at that price. Baldwins and Greenings No. 1's, are selling up to 6.00, and the demand for these is better now than Spys are so scarce. Fameuse and McIntosh Reds are up to 6.00, and the demand is good. The above price quoted on Baldwins and Greenings is higher than it was a year ago at this time. Price Malaga lemons is down, owing to the better demand for Messinas, which are cheaper and juicier. The public are showing preference for the latter. Late Valencia oranges are up to 5.50 per box, and navels are quoted at 6.00. There is still a better demand for N.S. cranberries at \$7. Blue grapes are practically done, and for this reason the price of Tokays has advanced to 2.75 per crate. There are no peaches offering.

Apples—		
Fameuse, No. 1's	6 00	
Wealthy, No. 1's	4 50	
Calvert	3 50	
McIntosh Reds	5 30	
Starks	4 00	
Spys	6 50	
Ben Davis	3 75	
Russets	4 50	
Greenings	6 00	
Baldwins	6 00	
Bananas bunches	2 25	
Cranberries, Cape Cod, bbl.	8 00	
Cranberries, Nova Scotia, bbl.	7 00	
Grapefruit, 46-54-80-96	3 50	
Grapes, Tokay, crate, 4 baskets	2 75	
Grapes, Malaga, heavy weight, bbl.	5 00	
Lemons—		
Verdillies	3 00	3 25
Malaga, 420 size		4 00
Messina, 300 size, box		3 50
Oranges—		
Valencias, Cal., late 126-250	5 00	
Navels	6 00	
Jamaica, 196-200-216	3 50	
Porto Rico, 126-150-250-288	3 00	
Pineapples, 18-24 and 30-36	3 00	
Pears, bbl.	4 00	

VEGETABLES.—The potato market remains firm, as high as 1.20 per bag being paid for New Brunswicks, and a dollar for Montreals. Hothouse tomatoes have jumped to 35c for Boston stuff, and Montreal tomatoes are quoted at 30c. The demand would be better if the price were a little lower. New York celery is up 50c per crate to 4.50. Beans have been advanced to \$4.50 per crate, as they are reported rather scarce. There is still lots of cabbage on the market. Cauliflowers are starting to get scarce, and smaller. There are no more Montreal cucumbers; they are coming from

Boston at 1.50 per doz. Plenty of leeks offered at 10c per bunch. There is no more Montreal head lettuce, at least what is left is poor. Most of the head lettuce is coming from Boston at 1.60 per box, 2 doz. to box. It is necessary to bring sweet potatoes in from New York by express now, and the price has, therefore gone up to 1.75 per hamper. There are no more vegetable marrows offering; what are left on the market are small and very poor.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	4 50
Beans, green, N.Y., per basket	4 50
Brussels sprouts, qt.	0 12 1/2
Cabbage, Montreal, per doz.	0 25
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Cauliflower, Canadian, doz.	1 00
Celery, Montreal, doz.	0 50
Celery, N.Y., crate	4 50
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	1 50
Egg plant, N.Y., doz.	1 75
Leeks, bunch	0 10
Head lettuce, Boston, box	1 60
Curly lettuce, box	1 25
Mint, doz.	0 30

Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	0 15
Peppers, 6 baskets to crate	3 00

Potatoes—	
Montreal, 80 lbs., bag	1 00
New Brunswick, 80 lbs., bag	1 20
Sweet, hamper	1 75
Spinach, Canadian, box	0 50
Turnips, bag	6 50
Tomatoes, hothouse, lb.	0 30
Pumpkins, doz.	1 00
Squash, doz.	0 50
Watercress, Canadian, doz.	0 30

TORONTO

FRUIT.—Every kind of apples is now selling and selling well. Prices hold firm. Spies eased off half a dollar this week, but the rest of the list is strong. Spies will likely harden up again. Cranberries are a trifle cheaper, on better supplies coming in to the market. We quote \$7 to \$8.75, range, according to quality. California lemons are in the same box; the coming of Messinas has eased price a trifle. Pineapples are cheaper on bigger stocks arriving. All kinds of grapes find a good demand. Two or three cars of Florida grapefruit came in this week, and there was big buying. Business generally has been better this week buying going along by more frequent as well as larger shipments. There are some pomegranates from Cali-

fornia, and also from Spain, going at \$3, and later at \$3.75 case.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	4 50
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 60
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	1 50	5 0
Citron, dozen		0 40
Cranberries, bbl.	7 00	8 75

Grapefruit—			
Jamaica, case	4 25	4 50	
Porto Rico, case	3 50	3 75	
Grapes, Malaga, keg	6 00	8 50	
Grapes, Tokay, case	2 00	2 25	
Grapes, Emperor, keg	2 75	3 25	

Oranges—		
California, Valencias	3 50	5 50
Jamaica, case	3 25	3 75
Lemons, new, Calif., box	4 00	4 25
Lemons new, Messina, box	3 50	3 75
Limes, per 100		1 50

Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 40	0 50
Pineapples, Porto Rico	3 50	4 00
Pumpkins, doz.	0 50	0 60

VEGETABLES.—Artichokes are now on the market and selling well. They are worth 35 cents per 11-qt. basket, and there is a good steady demand. Potatoes are again performing gymnastics; we quote Delawares as high at \$1.50, and Ontarios at \$1.40 and \$1.45. It is interesting to note that potatoes have come to this market from British Columbia for the first time, selling at \$1.30 to \$1.35 per bag. Some green tomatoes were shipped in to this market this week, and sold at once for 50 to 60 cents per 11-qt. basket. Imported stuff is worth \$4 a case, while hothouse fetch anything from 18 to 25 cents. Turnips are bringing 35 to 40c, and there is a good demand, as there is for carrots. Cabbage is unchanged in price. Celery is plentiful. Some cases from British Columbia are selling for \$3.75 to \$4.

Artichokes, 11-qt. basket	0 30	0 35
Beans, green, basket	3 50	5 00
Beets, Canadian, bag	0 50	0 60
Cabbage, new, doz.	0 30	0 40
Carrots, new, bag	0 65	0 75
Cauliflower, 11 qts.	1 00	2 00
Celery, doz.	0 15	0 25
Celery, B.C., case	3 75	4 00

Cucumbers—		
Hothouse, doz.	1 75	2 50

Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, case	4 50	5 00
Lettuce, Boston, head	1 50	1 75
Mushrooms, imported, 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 40	1 50
Potatoes, sweet, kiln-dried, hamper	1 40	1 45
Parsnips, bag	0 90	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, hothouse, lb.	0 18	0 25
Tomatoes, imported, case		4 00
Turnips, bag	0 35	0 40

FISH AND OYSTERS

Advent Season Opens Next Week

Frozen Fish Sales Increase—Large Arrivals of Green Cod-Fish Mean Lower Levels—Rumored That Frozen B.C. Salmon is Due to Advance—Good Business in Oysters—Advent Coming Will Stimulate Sales

MONTREAL

FISH.—With the return of more propitious weather, sales of frozen fish have increased in number and quantity. As the Advent season starts next week—on Dec. 3—a large turnover in all lines is expected. This week also being the close of navigation on the river, large lots of salted, pickled and preserved fish will be distributed throughout the country. All species of fish have just now a tendency to advance, excepting green codfish, which owing to larger arrivals than expected, has sagged some. In frozen fish lines, prices are holding well, and no sign of weakness is expected. It is reported that frozen British Columbia salmon might advance sharply when it is known that there is a shortage of supplies. Bulk and shell oysters are keeping steady in price and demand. Fishing of shell oysters in this country is practically closed, the crop being a moderate one. The quantity of oysters stored this year in Montreal is much below average, and eventually it is thought prices will go up. In prepared and smoked fish, due to shortage of raw materials, the output has been scanty. As the fish grounds of haddock and cod have been subject to gales for the past month, the output has been shortened to a minimum.

TORONTO

FISH.—There is a firm demand for oysters, and a growing one. Colder weather has now definitely come to stay, it would seem, and fish men are feeling the good effect. One dealer says he nearly doubled last week his sales of oysters for the corresponding week last year. Haddock and cod are none too plentiful, and our prices are quite firm. Unpropitious weather has hindered supplies. Frozen fish is getting a good toe-hold now, and a lot is selling. There is a big demand for smelts again this week, and extras are getting good trade. Flounders, too, are in good demand, though what is selling is chiefly New York stuff. Cod is dear and somewhat scarce. Business generally is good. The advent of

Advent next week will speed things up still more. Some dealers report, curiously enough, a falling-off in the trade with restaurants and hotels this week.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09	..
Herring, Ciscos, baskets, per lb.	1.30	1.50
St. John bloaters, 100 in box	1.10	.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 19-lb. box	1.40	1.50
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-12
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.10½
Red Cohoes or silvers, per lb.	.09-.09½	.12
Pale qualla, dressed, per lb.	.07½-.08	.08
Halibut, white western, large and medium, per lb.	.10-11	.10-12
Halibut, eastern, chicken, per lb.	.1	.12
Mackerel, bloater, per lb.	.08½-.09	.12
Haddock, medium and large, lb.	.04½-.05	.06
Market codfish, per lb.	.04	..
Steak codfish, per lb.	.06-.06½	.08
Canadian soles, per lb.	.06	.06-.07
Blue fish, per lb.	.15-16	..
Smelts, extras	.12	.20
Herrings, per 100 count	2.50	3.00
Round pike	.06	..
Grass pike	.07½	..
Swordfish, lb.	.10	..

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 60
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 13
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	..
Selects, per gal., solid meat	2 00	1 95
Best clams, imp. gallon	1 50	..
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	..
Best shrimps, imp. gallon	2 00	..
Sealed, best standards, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malpeques, bbl.	8 00	9 00
Live lobsters, medium and large, lb.	0 35	0 55
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12-13	12-14
Haddock, fancy, express, lb.	6-6½	8
Mackerel, medium, each	14-15	..
Steak, cod, fancy, express, lb.	5½-6	6
Herrings, each	3	3
Flounders	5	9
Flounders, New York	..	12
Salmon, Western	15-16	19-20
Salmon, Eastern	15-16	..

FRESH LAKE FISH.

Carp, lb.	0 09	..
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 13	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 11	0 12
Dressed bullheads	0 12	..
Eels, lb.	0 08	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09½	.07-.08
Whitefish, small tubes, lb.	.07-.07½	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dressed or ound, lb.	.08½-.09	.09-13
Pike, dressed and headless, lb.	.06½-.07	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00	..
Salmon, Labrador, bbls., 200 lbs.	14 00	..
Salmon, Labrador, half bbls., 100 lbs.	7 00	..
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	..
Sea trout, Labrador, bbls., 200 lbs.	12 00	..
Sea trout, Labrador, half bbls., 100 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	15 00	..
Mackerel, N.S., half bbls., 100 lbs.	8 00	..
Mackerel, N.S., pails, 20 lbs.	2 00	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	..
Quebec sardines, half bbls.	3 50	..
Tongues and sound, per lb.	0 07½	..
Scotch herrings, imported, half bbls.	9 00	..
Holland herrings, im'td milkers, hf bbls	8 50	..
Holland herrings, im'td milkers, kegs.	1 10	85-1 00
Holland herrings, mixed, half bbls.	8 50	..
Holland herrings, mixed, kegs	1 10	70-80 95
Lochfyne herrings, box	1 50	..
Turbot, bbl.	12 00	..
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—There is a fair demand for oysters, and the market is well supplied with both sea and lake fish. Crab, lobsters and shrimps are on sale at many of the larger retailers, also varieties of sea fish that would have excited much curiosity a few years ago. Poultry trade is quiet, but the market is better supplied. There will not be as much imported stuff needed as during the fall and winter seasons of past few years.

Fresh salmon	0 13
Fresh halibut	0 09
Pickered	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 29
Finnian haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	0 50
Oysters, gallon	2 50
Oysters, 3-gallon tins	7 00
Oysters on shell, doz.	0 25

Poultry—

Live—	
Fowl	0 10
Roosters	0 09
Chickens	0 13
Turkeys	0 14
Ducks	0 10
Ducklings	0 12
Geese	0 10



PRODUCE AND PROVISIONS



Lard and Cheese Higher

Supplies of the Former Are Light—Cheese is Being Exported for the Trenches — Creamery Butter Advances Slightly—Poultry Sold for American Thanksgiving

MONTREAL

PROVISIONS.—Delivery of hogs during past week has been fairly large. Packers state that the overseas demand for Wiltshires has been so great that it was impossible to keep up the demand for several of the cuts for the Canadian market. It also had its effect on the supply of lard, which is still short. The price of shortening is $\frac{1}{4}$ c higher this week, owing to the firm and higher market for oil. Trade in all kinds of pork products is good, particularly on breakfast bacon and backs.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 29	
Peameal	0 29	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-76 lbs.	0 15 $\frac{1}{2}$	
Long clear bacon, 80-100 lbs.	0 14 $\frac{1}{2}$	
Flanks, bone in, not smoked	0 15 $\frac{1}{2}$	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	27 00	
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14 $\frac{1}{2}$	
Tubs, 50 lbs. net	0 15 $\frac{1}{2}$	
Boxes, 50 lbs. net	0 14 $\frac{1}{2}$	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10 lbs. tins, 60 in case	0 15 $\frac{1}{2}$	
Cases, 3 and 5 lb. tins, 60 in case	0 16 $\frac{1}{2}$	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs. net	0 11 $\frac{1}{2}$	
Tubs, 50 lbs. net	0 12	
Boxes, 50 lbs. net	0 11 $\frac{1}{2}$	
Pails, wood, 20 lbs. net	0 12 $\frac{1}{2}$	
Pails, tin, 20 lbs. net	0 12 $\frac{1}{2}$	
Cases, 10 lb. tins, 60 in case	0 13 $\frac{1}{2}$	
Cases, 3 and 5 lb. tins, 60 in case	0 13	
Bricks, 1 lb., each	0 14	
Hogs—		
Dressed, abattoir killed	13 00	13 25

BUTTER. The market is unchanged as far as retailers are concerned. Receipts of fresh made creamery during the past week were less than in previous week, and prices are steady. Some butter has been shipped for export, but on sales made some time ago. Reports from Great Britain are that the market there remains lower. It is anticipated that before long there will be a good demand for butter for the West, especially from Winnipeg, Calgary and Vancouver,

which have not sufficient butter for their winter trade.

Butter—		
Finest creamery	0 34	
Dairy prints	0 28	
Dairy, solids	0 27	
Separator prints	0 26	
Bakers'	0 23	

CHEESE.—The market during past week has been sky-rocketing. Brockville touched 17.9-16, but the export price did not touch a point where it would give the buyer of this cheese a profit. However, with war orders in the hands of local firms, it is anticipated that stocks at the end of November will show a decline on previous months.

Cheese—		
Old make	0 20	
Stilton	0 19	
New make	0 18	0 18 $\frac{1}{2}$

EGGS.—The supply of store eggs is practically nil. There are a few new lays coming in, which are selling to the retail trade at 50c. The demand for storage is improving, and with colder weather, trade will be considerably stimulated. It looks like a firm market for some time, as it is expected there will not be a surplus for export after the close of navigation.

Eggs, case lots—		
New laid, stamped	0 50	
Selects	0 33	
No. 1's	0 30	
No. 2's	0 28	

POULTRY.—Turkeys are rather high, which is attributed to the firmer market in the United States, where they have been bringing rather high prices. With Thanksgiving over, the market will likely be easier. On live stock, there is a good demand for ducks, geese, and for heavy fowl. The demand for small fowl is poor. Small live and dressed fowl are bringing 10-12c.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Turkeys	0 21	0 22
Fowl, large	0 17	0 19
Fowl, small	0 10	0 12
Roasting chicken, milkfed, 4 lbs. or over	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 10	0 12
Turkeys	0 17	0 18
Ducks	0 12	0 16
Geese	0 12	0 13
Chicken	0 13	0 14

Receipts in Montreal

	Butter, Boxes	Cheese, Boxes	Eggs, Cases
Week ending Nov. 20, 1915.....	5,721	38,014	17,496
Week ending Nov. 21, 1914.....	3,422	27,056	30,255

TORONTO

PROVISIONS. — Plain backs are easier this week a trifle, and we quote 23 to 24 cents. Breakfast bacon, too, has eased off. There is a good demand but price has been a trifle too firm, in view of the general firm tone to hog products this last few days. Lard prices are higher again. There is a scarcity. Dealers find it difficult to get their supplies of pure.

Hams—			
Light, per lb.	0 18	0 15 $\frac{1}{2}$	
Medium, per lb.	0 18 $\frac{1}{2}$	0 19	
Large, per lb.	0 14 $\frac{1}{2}$	0 15	
Backs—			
Plain, per lb.	0 23	0 24	
Boneless, per lb.	0 25	0 26	
Pea meal, per lb.	0 28	0 27	
Bacon—			
Breakfast, per lb.	0 20	0 23	
Roll, per lb.	0 14	0 15	
Shoulders, per lb.	0 14	0 15	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, tons	0 10 $\frac{1}{2}$	0 10 $\frac{1}{2}$	
Cooked Meats—			
Hams, boiled, per lb.	0 25	0 26	
Hams, roast, per lb.	0 26	0 27	
Shoulders, boiled, pe. lb.	0 24	0 25	
Shoulders, roast, per lb.	0 24	0 25	
Barrelled Pork—			
Heavy mess pork, per bbl.	25 00	26 00	
Short cut, per bbl.	26 00	27 00	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$	
Tubs, 60 lbs., per lb.	0 13 $\frac{1}{2}$	0 14	
Pails,	0 14	0 14 $\frac{1}{2}$	
Tins, 3 and 5 lbs., per lb.	0 14	0 14 $\frac{1}{2}$	
Bricks, 1 lb., per lb.	0 14 $\frac{1}{2}$	0 14 $\frac{1}{2}$	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 13 $\frac{1}{2}$	0 14	
Tubs, 60 lbs., per lb.	0 13 $\frac{1}{2}$	0 14	
Pails, 20 lbs., per lb.	0 12	0 13	
Hogs—			
Dressed, abattoir killed	13 75	14 00	

BUTTER.—Creamery is up a cent this week and is quite firm. There is a strong undertone. The make isn't large and demand is heavy. Not so with dairy: this is slightly easier, and in a little while there should be bigger supplies coming along. The market has little feature this week outside of that.

Butter—		
Creamery prints, fresh made	0 32	0 34
Separator dairy, choice	0 28	0 32
Dairy prints, lb.	0 26	0 28
Bakers'	0 22	0 23

CHEESE.—We quote large this week at 17 $\frac{1}{2}$ to 18, which is an advance of a full half-cent. The market is very firm. The export demand is heavy. It is said that a lot is going to the trenches. One provision man here believed that we will

see 20-cent cheese before very long, and that's the way the market would seem to be heading at present.

Cheese—		
Large, per lb.	0 17 $\frac{1}{2}$	0 18
Twins, per lb.	0 17 $\frac{1}{4}$	0 18 $\frac{1}{4}$

EGGS.—The situation is without feature except that the tone of the market is firmer. New-laid are scarce, there are few around. Farmers can get pretty well what they want from them. Our quotation to the trade must be understood to be merely nominal. Several prices are asked. The storage situation is sound enough. There are really lots of storage eggs; the American market is easy again, but that of England is firm.

Eggs—		
New laid, specials, in cartons.....	0 45	0 48
Extras.....	0 33	0 35
No. 1, storage.....	0 30	0 31
No. 2, storage.....	0 25	0 26

POULTRY.—No price change has been made this week, and there is little sentimentally. Turkey had a good run last week and this on account of American Thanksgiving. That's about the only feature to the market.

Poultry—	Live.	Dressed.
Old fowl, pound.....	0 08-0 10	0 13-0 15
Spring broilers.....	0 15-0 16	0 18-0 20
Old turkeys.....	0 12-0 13	0 15-0 18
Ducklings.....	0 09-0 10	0 17-0 18
Turkeys.....	0 15-0 16	0 21-0 22
Chickens.....	0 10-0 12	0 15-0 18

HONEY.—Conditions and quotations are alike unchanged. Business is steadily good.

Buckwheat, tins.....	0 07
Strained clover, 60-lb. tins.....	0 10 $\frac{1}{4}$
Strained clover, in 10-lb. tins.....	0 11
Strained clover, in 5-lb. tins.....	0 11 $\frac{1}{4}$
Comb honey, No. 1, doz.....	3 00
Comb honey, No. 2, doz.....	2 40

WINNIPEG

PRODUCE AND PROVISIONS.—Ontario cheese is firm and quoted at 18c. Manitoba is practically off market. In lard and cured meats prices are steady. Butter is firm and good dairy butter scarce and dear. Eggs are also going up in price and fancy money will soon be obtainable for guaranteed new-laid eggs.

Hams—		
Light, per lb.....	0 18	
Medium, per lb.....	0 17	
Large, per lb.....	0 14	0 15
Backs, clear, per lb.....	0 21	

Bacon—		
Breakfast, per lb.....	0 17	0 20
Shoulders, per lb.....	0 12	0 13

Dry Salt Meats—		
Long clear bacon, light.....	0 19	

Cooked Meats—		
Hams, boiled, per lb.....	0 26	0 27
Shoulders, boiled, per lb.....	0 22	0 23

Barrelled Pork—		
Heavy pork, per bbl.....	20 00	

Lard—		
Pieces.....	0 13 $\frac{1}{4}$	
Pails.....	2 87	
Cases, 55.....	8 77	
Cases, 33.....	8 85	

BUTTER.—

Butter—		
Creamery.....	0 30	0 34
Best dairy.....	0 25	0 28
Cooking.....	0 11	0 15

EGGS.—

Eggs—		
No. 1 storage.....	0 26	0 28
Straight receipts.....	0 30	0 35

CHEESE.—

Cheese—		
New, large.....	0 18	
New, twins.....	0 16 $\frac{1}{2}$	

Reasons for Higher Canned Fish

Effect of War on Fishing Around British Isles and in Other European Waters—United States Coming to Canada for Herring—An Offer for 50,000 Barrels.

THE interference with fishing in the European waters within the war zone, to which reference has previously been made in Canadian Grocer, promises to have a more far-reaching effect upon the industry in Canada and the United States than has been indicated in the improved export demand for canned salmon. Recent features which have developed in the market include a demand in the United States for Canadian herring to replace the Scotch pack and an increase in the price of American sardines, with the prospect of higher prices for practically all varieties of canned fish.

In connection with the demand for Canadian herring in the United States to replenish stocks which have been largely exhausted owing to the inability of importers to get foreign supplies, United States Consul, Graylord Marsh, has made a report from Ottawa. He states that an American firm recently offered to purchase 50,000 barrels of Canadian herring at a high price if the fish could be secured in a satisfactory condition. This he comments upon as being noteworthy because the Canadian product now sells at \$2.50 a barrel, while the Scottish pack is worth \$10 to \$15 per barrel. The low price of Canadian and other herring from the Western Hemisphere is said to be due to imperfect and unsatisfactory curing and packing.

The outlook is, therefore, that the war conditions are likely to prove a boost for the Canadian herring industry. Canadian herring fisheries are reputed to be the richest in the world and the quality of the fish quite as good as that of the North Sea. Reports from Ottawa indicate that an effort is being made to cause such inspection, standardization and advertising of the product as will enable it to command the markets which are evidently open to receive it.

American Sardines Advance

The principal packers of sardines in the United States have this week made an advance of 15c on several of the most important lines put up, making a total of 45c in advances in the last two months. These advances are due to heavy consumption, due to the smaller supplies of imported lines, the result being that the carry-over is reported to be not more than half the normal, with no chance for new supplies for another five months.

Altogether there are many evidences that consumers of canned fish are facing

a long period of short supply and advancing markets incident to decreased importations of foreign canned sardines and enlarged exports of domestic salmon.

An American authority on the situation points to the falling off in the salmon pack on the Pacific Coast, bringing about a higher basis of values and followed by tremendous purchases for export to Europe. The conditions in the salmon market are said to be without precedent and the outlook for sardines is said to be even worse.



SELL BAKING MATERIALS NOW

(Continued from page 25.)

window and encouraged as much as possible without being unnecessarily urged to consider the question of home-baking. As intimated above, the results were highly satisfactory, many sales having been made during the short campaign.

"It is the idea that customers want," explained this merchant, "and if you can suggest something logical, they are going to fall in line quite readily."

Simply because the big Christmas season is coming is no reason why the grocer should wait for its arrival to push the sales of goods. The man who keeps tendering suggestions all the time, is the one who is going to win out in the end, and now is the time to get after the sale of baking materials.



CATALOGUES AND BOOKLETS

A catalogue of the Evan L. Reed Manufacturing Co., Sterling, Ill., has come to hand. This illustrates and explains their steel slide display racks, which are used for holding glass jars, or white enamel pails for showing pickles, fish, olives, etc. Each container, it is explained, rests on a steel slide, which is moved forward and back with little effort. These racks fold up flat for shipment, and are set up again by the insertion of a few bolts. Illustrations of various styles are presented in this catalogue.

FOR SALE

FOR SALE—GROCERY BUSINESS, BLOOR Street west, Toronto. Good supply dried fruit on hand for Xmas trade. Owner going to front. Apply Box 119, Canadian Grocer.

FLOUR AND CEREALS

Exceptional Demand for Bran

Prices Higher as a Result—Flour Situation Strong — Big Export Demand for All Lines of Grain—Advance in Manitoba Flour in Toronto This Week, Following Montreal

MONTREAL

FLOUR.—A weak wheat market Saturday and again on Monday naturally had a correspondingly weakening effect on the flour market, but prices remained at the same level as was reached last week. Ontario millers are still selling at big prices for export, but there is little coming to Montreal as yet. Farmers are not delivering wheat very freely, but after the ground freezes they may deliver more freely.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 10
Second patents	5 60
Strong bakers	5 40
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car lots. Small lots.
Fancy patents	5 75 6 00
90 per cent., in wood	5 25 5 50
90 per cent., in bags	2 50 2 60

CEREALS.—Rolled oats remain at 2.55-2.65. The market is said not to be exceptionally strong at this figure, and millers have difficulty in obtaining these prices. It is even stated that cutting is going on.

Corrmeal—	Per 95-lb. sack
Gold dust	2 50
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	2 55 2 65
25 bags or more	2 50
Packages, case	3 90 4 00
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 95-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 90

FEEDS.—The exceptional demand for bran, which the millers are at a loss to explain, continues, the price quoted being \$22. It is stated, however, that the terms offered by the big mills to dealers are such as would bring the price down to something a little over \$21. The reason for the good demand in all lines of feeds is stated to be that farmers are feeding it to their cattle, having in mind the high price of butter and cheese.

Mill Feeds—	Per ton
Bran	22 00
Shorts	23 00
Middlings	27 00
Wheat moulee	30 00
Feed flour, bag	1 87 1/2
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 70

TORONTO

FLOUR. There has been an advance in Manitobas here during the week of about fifteen cents. This is the increase hinted at in our last week's report, and is due solely to the fact that the wheat market's position demands it. Flour is not yet, it is felt by millers, on a firm enough basis, with wheat levels where they are. Business is exceptionally brisk in both Manitobas and Ontarios and the mills are sold up till the end of January. Export demand too is so big that, as one flour man put it, "millers feel themselves mere midgets compared to the large demand they are experiencing." There is nothing in the outlook which would indicate lower levels. The outlook till the end of the year is for a firm tone to the market unless something occurs which does not now appear.

Manitoba Wheat Flour—	Small lots. Car lots.
First patents	6 20 6 00
Second patents	5 70 5 50
Strong bakers	5 50 5 30

Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots... 5 00 4 60

CEREALS.—There is a strong undertone to rolled oats. We quote no change in price because generally there has been no advance. One miller has advanced quotations to \$2.80 on smaller lots. He is filled right up with orders and can't fill any more, so he has advanced. All round there is a strong tone to the market for rolled oats. There are no split peas in sight. There is a price war on between farmers and therefore millers do not seem inclined to buy. Our price is very firm. Other cereals keep up to last week's level. Business generally is brisker.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.	4 50	
Corn flour, 98 lbs.	2 55	2 75
Corrmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	2 50	
Hominy, granulated, 98 lbs.	3 00	
Hominy, pearl, 98 lbs.	3 00	
Oatmeal, standard, 98 lbs.	2 85	
Oatmeal, granulated, 98 lbs.	2 85	
Peas, Canadian, boiling, bush.	3 00	
Peas, split, 98 lbs.	3 00	
Rolled oats, 90-lb. bags	2 60	
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.	3 00	
Whole wheat flour, 98 lbs.	2 50	
Wheatflats, 98 lbs.	3 25	

FEEDS.—There is considerable strength to the market for feeds particularly on account of export demand. One miller alone is said to have sold one

hundred cars of bran to New York for outward shipment one day this week, and many others are doing big business. Prices are higher here by about \$2. They were low, of course, and stayed around \$19 for a time.

Mill Feeds—	Mixed cars, Ton per ton	Ton lots
Bran	22 00	24 00
Shorts	24 00	26 00
Middlings	26 00	28 00
Feed flour, per bag	1 60	1 55
Oats—		
No. 3, Ontario, outside points	9 39	0 40

WINNIPEG

FLOUR.—The flour market is dull with a fair domestic demand, but no inclination on the part of dealers to stock up at present prices. There is a fair export business, but not up to expectations.

Flour—	
Best patents	5 80
Bakers	5 30
Clears	4 60
XXXX	3 50
Rolled oats, 80 lbs.	2 20
Oatmeal, standard and gran., 98 lbs.	2 70
Corrmeal	2 25

THROUGH OTHER SPECTACLES

(Continued from page 35.)

tions of rock may extend across a township or two here and there, just like many sections in old Ontario. But even this is not an entire loss. Stone for building and road making is at hand, and many stoney portions make good grazing land. However, the proportion of good land will bear a fair comparison with any Province in the Dominion.

Owing to a clerk's mistake, a Montreal grocer has been ordered to pay \$160 damages to a customer, who sent to the store for a bottle of Riga water, and instead was given a bottle of ammonia preparation, which burned her mouth and throat.

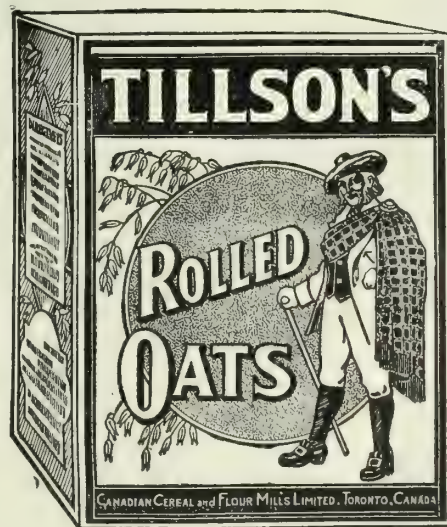
The Regina, Sask., Retail Merchants' Association, at their annual meeting, elected the following officers for 1916: President—J. J. Polson; Vice-President—C. A. Biggs; Second Vice-President—J. K. R. Williams; Treasurer—John Ferguson; Secretary—J. S. Williamson; Membership Committee—Consisting of Messrs. McDonald, Hughes, Sparks, Barber and Wright.

WHAT WOULD YOU DO?

If you were a consumer and wanted the highest quality package oats with the china premium, wouldn't you go to the store where you could get them? Certainly you would. Then, what you would do will be done by your customers.

Moral: Stock the popular brand

TILLSON'S OATS



A TRADE BUILDER
AT YOUR JOBBERS

Write for Free Window Display

Canadian Cereal and Flour Mills Co., Limited
Toronto, Canada

L'Etoile Macaroni

(Star)

Hirondelle Macaroni

(Swallow)

**By pushing these lines you
are helping to market
Canada's Wheat**

These Made-in-Canada paste preparations are made of Canada's finest wheat—Manitoba hard. Their fine quality represents the long experience of expert macaroni manufacturers, combined with factory facilities which are not duplicated in America. For real economy, customer satisfaction and good paying profit, push these brands of macaroni. They make a most acceptable substitute for expensive meats and contribute to the solution of the high cost of living.

*Order a stock from
your wholesaler.*

C. H. Catelli, Limited
MONTREAL

AGENTS:

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

**SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR**

BAKING POWDER**ROYAL BAKING POWDER**

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

**WHITE SWAN SPICES AND
CEREALS, LTD.**

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

**DOMINION CANNERS,
LIMITED**

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack	\$2 20
Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry..	2 10
Plum Jam	1 85
Green Gage plum, stoneless.	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 00
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11 00	11.35
3-lb.	13 00	13.35
5-lb.	22.35	21.00

Barrels—When packed in barrels one per cent. discount will be allowed.

BLUE

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED

100 books and over, each 0 03 1/2
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS

Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

WHITE SWAN Per case

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$3 00
--	--------

COCOA AND CHOCOLATE.**THE COWAN CO., LTD.****Cocoa—**

Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

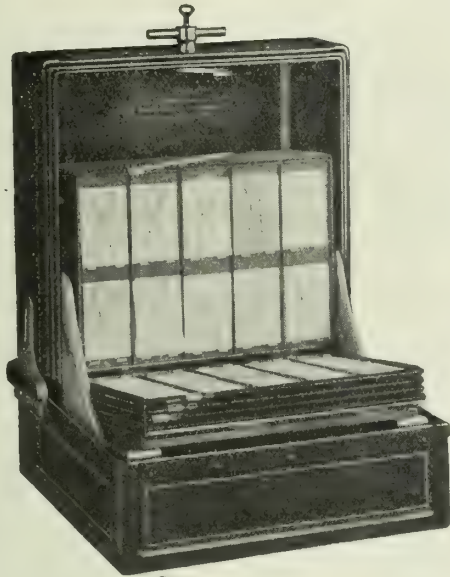
(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Ingredients for Cake—
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/4-lb. packages, 2 and 4 doz. in box, per doz. 1 00

Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 35
Milk medallions, 5-lb. boxes ..	0 35
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

This Safe Register in Big Demand



The McCaskey Safe Register—OPEN

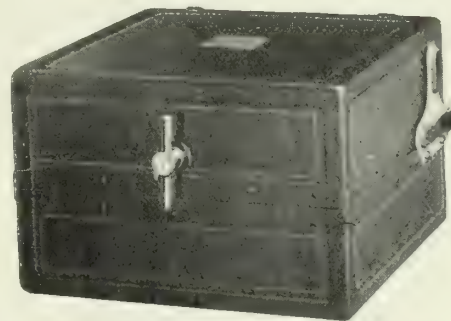
THE new all-metal *McCaskey Safe Register* introduced in December, 1914, has won its way rapidly from coast to coast, and large sales are reported from all quarters.

This Safe Register is the latest product of the McCaskey System. Nearly all merchants are familiar with this system in its one-writing simplicity, accuracy and speed, as housed in the handsome quartered oak cabinets, in use by thousands of merchants—and the Safe Register does not change the system method at all, but furnishes a new housing.

While it is true that the metal leaves from the oak McCaskey Cabinets can be removed and placed in the safe at night, it is equally true that a proportion of both employers and employees neglect to do this. And it is therefore infinitely safer to have these records in a fire-resisting cabinet.

The years of costly development spent by experts in the development of the McCaskey Safe Register would make a long story. Briefly, it is of cold drawn steel, not a single joint—except where necessarily top and bottom meet. The walls are double, filled with a secret insulating composition, not asbestos. These walls are only one inch thick and the cabinets therefore rest easily on the merchant's counter and can be shifted to suit changing conditions in the store equipment.

It is rather trite to say this register "fills a long-felt want," but such is the truth, and the increasing demand for our products has forced the Dominion Register Co., Limited, to move into new quarters which will give them three times the factory space they formerly occupied.



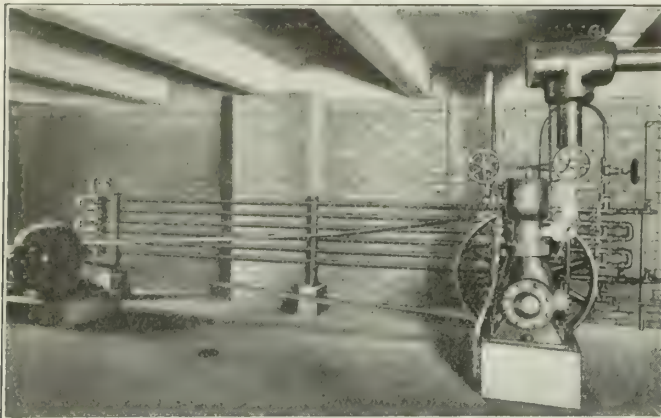
The McCaskey Safe Register—CLOSED

Dominion Register Company, Ltd.

235 Carlaw Avenue, TORONTO, CANADA

The Largest Manufacturers of Carbon Coated Counter Check Books in the World

Arctic Ice Machine



will be a tremendous relief this summer, and will help you to a bigger bank account.

Just WHY an ARCTIC, we can best explain by letter. In justice to both of us you should write for complete particulars.

We leave the rest to your good judgment, and whatever you decide, you'll be under no obligation to us. Fair, isn't it?

Ask for Bulletin 2-B.

The Arctic Ice Machine Co.

The W. A. FREEMAN Co., LIMITED
HAMILTON, CANADA

Canadian Representatives.

"COW BRAND" Baking Soda

*Over Seventy Years the
Leading Household Requisite*

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand**.

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT

Limited

Manufacturers

MONTREAL



Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Pesse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz., 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK

BORDEN MILK CO., LTD.
East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each, 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	
ENGLISH BREAKFAST COFFEE	
1 lb. tins, 2 doz. to case, weight 22 lbs.	0 22

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
--	------

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

MINTO BROS.

MELAGAMA COFFEE

Ret.	Whol.
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25
Tees packed in 30, 60, 100 lb. caddles. Coffees packed in 30, 50 lb. caddles. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)

M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50 lb. tins.	

FLAVORING EXTRACTS

WHITE SWAN FLAVORING

EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada	
Per doz.	
1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each, \$18	14 50

GELATINE

Knox Plain Sparkling Gelatins (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED.

MONTREAL	
Compressed Corned Beef, 1/4s.	\$1.50; 1s. \$2.90; 2s. \$5.50; 6s. \$18; 14s. \$37.
Roast Beef, 1/4s. \$1.50; 1s. \$2.90; 2s. \$5.50; 6s. \$18.	
Boiled Beef, 1s. \$2.90; 2s. \$5.50; 6s. \$18.	
Jellied Veals, 1/4s. \$1.50; 1s. \$2.75; 2s. \$4.50; 6s. \$18.	
Corned Beef Hash, 1/4s. \$1.50; 1s. \$2.30; 2s. \$4.25.	
Beefsteak and Onions, 1/4s. \$1.50; 1s. \$2.90; 2s. \$5.	
Cambridge Sausage, 1s. \$2.40; 2s. \$4.	
Boneless Pigs' Feet, 1/4s. \$1.50; 1s. \$2.90; 2s. \$5.	
Lambs' Tongues, 1/4s. \$1.90.	
Sliced Smoked Beef, tins, 1/4s. \$1.65; 1s. \$2.65; 4s. \$13.50.	

Oval

APPLE

Picking

BASKETS

$\frac{1}{2}$ Bushel and $\frac{3}{4}$ Bushel

Prompt Shipments.

ORDER NOW.

Walter Woods & Co.

Hamilton - Winnipeg

**Highest Class
Oysters**

LONG ISLAND NATIVES

Packed in Coast Sealed Containers.

1s, 3s and 5s.

Packed in cases with crushed ice.

**Prices: 3s, \$4.95; 5s, \$8.25;
1s, \$1.70**

Why pay more? We guarantee the
quality the finest coming to Canada.

White & Co., Limited

**Wholesale Fish and Oysters
TORONTO**

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

**The Apple
Crop**

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

FISH

**Salt Trout and
Herring**

**Fresh Frozen Trout
and Herring**

Lemon Bros.

OWEN SOUND, ONT.

As Usual

**The Finest Lemons
on the market.**

**"St. Nicholas"
"Queen City"
"Kicking"**

J. J. McCabe

**Agent
TORONTO**

MINCE MEAT

WE are putting up a line of fine *OLD ENGLISH MINCE MEAT* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is, at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F. W. FEARMAN CO., Limited
HAMILTON

We have created the demand — will you supply it?

On billboards and in the columns of the daily press we have told about the appetizing wholesomeness of King Oscar Sardines.

This publicity is producing an ever-growing demand and continuous sales for King Oscar Brand throughout the country.

This popular sea-food will be a particularly good seller during the winter months. Its superior quality guarantees repeat business from first sales. King Oscar Brand Sardines contain nothing but the very finest pack of Norwegian Sardines—the best in the world.

Are you a "King Oscar" dealer?

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton Ontario



6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ... 08 1/4
Kegs, extra large crystals, 100 lbs. 07 1/4
Canadian Electric Starch—Boxes, containing 40 fancy pkgs., per case 3 00
Celluloid Starches—Boxes containing 45 cartons, per case 3 60
Culinary Starches—Challenge Prepared Corn—1-lb. pkts., boxes of 40 lbs. .06 1/2
Brantford Prepared Corn—1-lb. pkts., boxes of 40 lbs. .07 1/4
"Crystal Maize" Corn Starch—1-lb. pkts., boxes of 40 lbs. .07 1/4
20-lb. boxes 1/4c higher than 40's)

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96) \$ 3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 30 } Packages Mixed 3 30
1/2 lb. 60 }

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

2-lb. tins, 2 doz. in case....\$2 65
5-lb. tins, 1 doz. in case.... 3 00
10-lb. tins, 1/2 doz. in case.. 2 90
20-lb. tins, 1/4 doz. in case.. 2 85
Barrels, 700 lbs. 3 3/4
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. ... 4 1/4
Pails, 38 1/2 lbs. 1 35
Pails, 25 lbs. each 1 40
3 lb. Perfect Seal Jar, 1 doz. in case 2 40

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case ... 3 00
5-lb. tins, 1 doz. in case ... 3 35
10-lb. tins, 1/2 doz. in case.. 3 25
20-lb. tins, 1/4 doz. in case.. 3 20
(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..3 60
Barrels 0 04 1/4
1/2 barrels 0 05

CANNED HADDIES. "THISTLE" BRAND

A. P. TIPPET & CO., Agents
Cases, 4 doz. each, flats, per case\$5 40
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD

Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP

Quart tins (wine measure), 2 doz. in case, per case ... 4 70

SAUCES

H. P. Sauce— Per doz.
Cases of 3 dozen 2 25
H. P. Pickles—
Cases of 2 doz. pints..... 3 35
Cases of 3 doz. 1/2 pints.. 2 25

STOVE POLISH

JAMES DOME BLACK LEAD

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES

Polish, Black and Tan Doz. 0 85
Metal Outfits, Black and Tan 2 65
Cord Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

TEAS

THE SALADA TEA CO.

East of Winnipeg

Whole-sale Retail
Brown Label, 1s and 1/2s .33 .40
Blue Label, 1s, 1/2s, 3/4s .40 .50
Red Label, 1s and 1/2s .46 .60
Gold Label, 1/2s54 .70

ORANGE MARMALADE

"BANNER BRAND" PURE FRUIT PRODUCTS

JAMS AND JELLIES

2's\$2 15
4's 0 35
5's 0 35
7's 0 60
30's, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass, doz. 0 35

MARMALADE

2's, per doz.\$2 30
4's, per pail 0 40
5's, per pail 0 45
7's, per pail 0 65
30's, wood, lb. 0 08 1/4
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00
Prices subject to change without notice.

MINTO BROS., Limited,
Toronto.

PRICE LIST

MELAGAMA TEA.

Retail	Whole.
40c 1s, 1/2s, B.M.G. & J.	0 33*
10c pkgs., B.M.G. & J., each	0 08 1/4*
5c pkgs., B.M.G. & J., each	0 04 1/2*
50c 1s, 1/2s, 3/4s, B.M.G. & J.	0 38*
60c 1s, 1/2s, 3/4s, B.M.G. & J.	0 42
50c 1/4s only, B. or M.	0 55
1 00 1/4s only, B. or M.	0 70

MINTO TEA

40c 1s, 1/2s, B. Mxd., G. & J. 0 33*
50c 1s, 1/2s, B. Mxd., G. & J. 0 40*

*Denotes price changes.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pks.... 1 20

IMPERIAL TOBACCO CO. OF

CANADA, LIMITED,
EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. \$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency Bars, 12s, 1/2 butts. 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs. 0 48
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s. 6 lb. boxes 0 68
Pay Roll, thin bars, 8 1/2s. 5 lb. boxes 0 68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs. 0 57
Empire, 7s and 14s. caddies 15 lbs., 1/4 caddies, 6 lbs.. 0 56
Great West, pouches, 9s ... 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 80
Forest and Stream, 1/4s, 1/2s and 1-lb. tins 0 80
Forest and Stream, 1-lb. glass humidors 1 00

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

WETHEY'S CONDENSED MINCE MEAT

Quality—better than ever, if such is possible.

Price unchanged.

Order from your jobber.

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's HIGH-CLASS BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Ontario: C. H. Cole, 33 Front St. East, Toronto
(Selling Agent).

Manitoba and Saskatchewan: Richards & Brown,
Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary;
Campbell, Wilson & Horne, Ltd., Lethbridge;
Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co.,
Ltd., Vancouver; Kelly, Douglas & Co., Ltd.,
Victoria; Kelly, Douglas & Co., Ltd., New
Westminster; Kelly, Douglas & Co., Ltd.,
Prince Rupert.

McVitie & Price, Limited EDINBURGH and London

McVitie & Price of Canada, Limited
Vaudreuil St., St. Paul St. E., Montreal

Fresh Arrivals

Florida Grape-Fruit

California Emperor Grapes

Late Howe Cranberries

New Dates New Table Raisins

Hot-House Tomatoes Head Lettuce

Leaf Lettuce Cucumbers

Oysters Haddies Fillets

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

2500 to 3000

Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car, 45,000 pounds.

A. M. TARRABAIN & BRO.,
9943-5 Whyte Ave. E., Edmonton, Alta.

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

GENERAL STORE FOR SALE—AN OLD-established business, in a small village, about 40 miles from Ottawa. Good farming community. Close to railway station. Easy terms to a reliable party. Apply to Box 118, Canadian Grocer. (Nov. 26—Dec. 3)

FOR SALE—GENERAL STORE IN NEW town 20 miles from nearest opposition. Stock, fixtures and building \$5,000.00. Annual turnover \$40,000.00. All buy for a live wire. Closing out branch store, reason for selling. Apply Box 152, Castor, Alta.

WANTED

WANTED — FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. P. Harvey & Co., Windsor, Ont.

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 117, Canadian Grocer. (tf)

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll

Ontario

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"
Placido Costa & Co.
MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

FOR SALE

Fancy Creamery Butter, Selected Eggs, Fancy Dressed Poultry. Grocer Orders our Specialty.

Mann, Laurie & Co.

Phone 1577.

London, Ont.

KINDLY MENTION

THIS PAPER WHEN

WRITING ADVER-

TISERS

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.

143-153 University Ave., Toronto

Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population					Centres under 10,000 Population				
1st Prize	-	-	-	\$5.00	1st Prize	-	-	-	\$5.00
2nd “	-	-	-	3.00	2nd “	-	-	-	3.00
3rd “	-	-	-	2.00	3rd “	-	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

HEADQUARTERS FOR
White Beans
and
Evaporated Apples
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WILLIAM THOMAS & CO.
GENERAL PROVISION
COMMISSION AGENTS
... AND BROKERS ...

29, Tooley Street, - London, S.E.

Having a large connection throughout the United Kingdom, we can secure the highest returns for consignments or arrange for sales of Frozen Meats, Provisions, Tinned Meats, Tinned Milk and general Dairy Produce. The present is an exceedingly opportune time for the sale of Colonial goods in England. We invite correspondence.

Cable Address: Prodairos, Tooley, London
A.B.C. Code, 5th edition, used.

A want ad. in this paper will
bring replies from all
parts of Canada.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

ANNUAL SUBSCRIPTION \$3.00 A YEAR
WRITE FOR SAMPLE COPY

JOHN BAYNE MacLEAN,
President

R. G. DINGMAN M. A.,
Managing Editor

JOHN APPLETON,
Editor

THE FINANCIAL POST OF CANADA

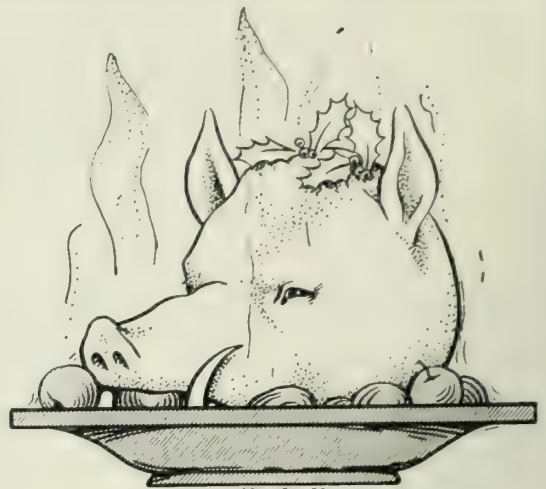
Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.



No. 1—60 cents.



No. 2—40 cents.



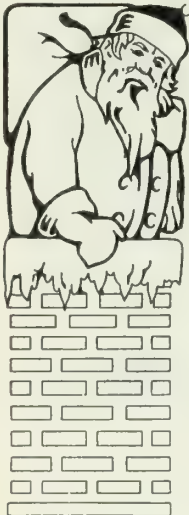
No. 3—60 cents.



No. 5—60 cents.



No. 6—40 cents.



No. 4—50 cents.

These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

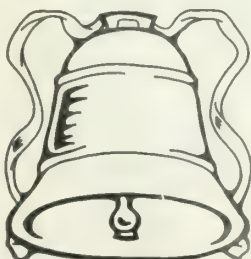
Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

CANADIAN GROCER, 143 University Ave., Toronto



No. 8—40 cents.



No. 7—40 cents.



No. 10—60 cents.



No. 11—50 cents.



Are you satisfied?

Is your stock of canned sea foods pulling the kind of results that keeps your cash drawer filled? Or do they seem to lack the qualities that mean steady, continuous sales and spell "profit" and bigger business?

Brunswick Brand SEA FOODS

give mutual satisfaction to dealer and customer. Their quality is guaranteed by the most careful selection and the most modern equipment.

**STOCK "BRUNSWICK BRAND" FOR
BIGGER WINTER FISH SALES.**

Connors Bros., Limited
BLACK'S HARBOR, N.B.



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN

Vice-President of the Koester School of
Window Trimming

This is the most useful window trimming book ever published and sells at only \$1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.	Period Decorations in
White Goods Windows.	backgrounds, showing
St. Valentine's Day Windows.	examples of
Spring Opening Windows.	Greek, Moorish,
Easter Windows.	Roman, Italian,
Summer Windows.	Gothic, French,
Horse Show Windows.	German, Empire,
Fall Opening Windows.	Japanese, Colonial,
Carnival Windows.	Egyptian, Mission, etc.
Hallowe'en Windows.	Sale Windows,
Thanksgiving Windows	Ras Relief Backgrounds.
Christmas Windows.	Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.70.

The MacLean Publishing Company, Ltd.
143-153 University Avenue, Toronto

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FOR ADVENT

Ask our prices
on

**SALMON
SARDINES
LOBSTERS
SHRIMPS
CRAB MEAT
MACKEREL
SCALLOPS**

We have some very
good values at rock-
bottom prices.

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul St.

MONTREAL

Tel. Main 3766

In Vacuum Sealed Tins



½-lb. TINS
1-lb. TINS
2-lb. TINS

This Is the Coffee Season

MORE COFFEE IS CONSUMED IN THE WINTER MONTHS THAN AT ANY OTHER TIME OF YEAR. THE PRUDENT MERCHANT KEEPS A GOOD SUPPLY OF

Gold Standard

"The Chaffless
Coffee"

ITS RICH FRAGRANCE IMPARTS A ZEST TO THE MOST FRUGAL OF BREAKFASTS.

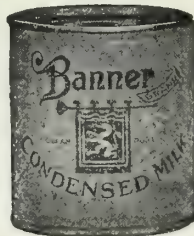
The Codville Company, Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON



Just figure it out—

Is it not to your advantage to stock the kind of goods that leave you a handsome profit and, by their uniform good qualities, create and maintain customer confidence?

Our five Made-in-Canada lines here shown have won the approval of both dealer and customer. Their popularity and sales-producing qualities are convincingly proven wherever they are displayed.

Get your stock of these leaders before your customer to-day. Try the pulling power of an effective window or counter display.

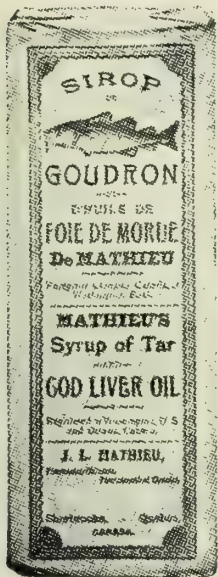
We deliver 5-case lots to any part of Ontario, Quebec or Maritime Provinces, prepaying freight up to 50c per 100 lbs.

NOTE THESE PRICES:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

The Malcolm Condensing Co., Limited, St. George, Ont.



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

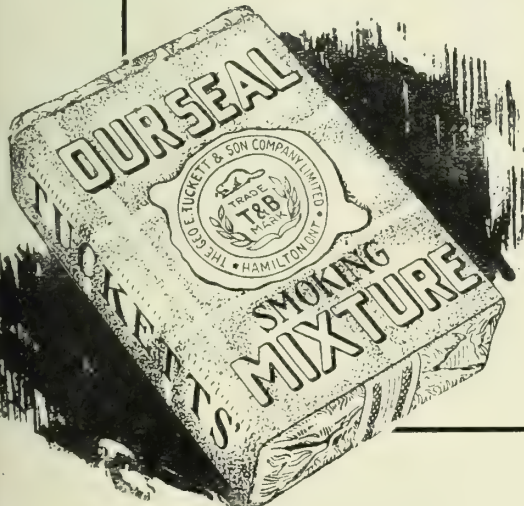
STOCK UP NOW

J. L. MATHIEU CO., *Proprietors*

SHERBROOKE, QUEBEC

Our Seal TUCKETT'S SMOKING *Tobacco*

has a peculiarly delightful fragrance—not a straight one-kind tobacco but a blend of the choicest leaves which took years of testing and experimenting to achieve. "Our Seal" is well known throughout tobacco-using Canada. While new on the market as compared with some of our old established brands, it is rapidly gaining in popularity with smokers who know and appreciate a really good blend.



You should stock "Our Seal."
Ask your wholesaler.

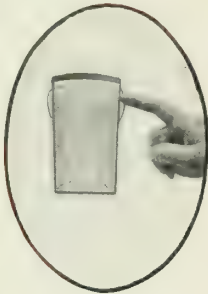
Tuckett, Limited
HAMILTON

LOOK-A-HERE



Ordinary pails
or not made
exact measure.

Whenever you
exceed the pro-
per amount you
forfeit just so
much of your
profit.



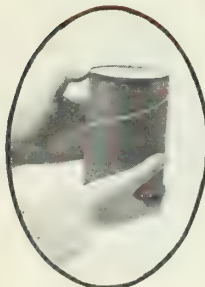
A partially filled
pail invites mis-
trust.



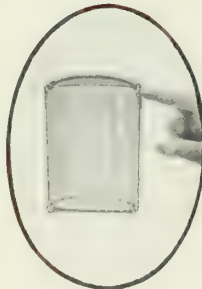
The slightest jar
jolts the ordin-
ary pail and
spills part of
the contents.



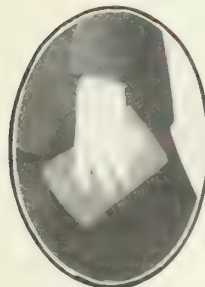
Empire Contain-
ers are exact to
measure.



The patent
grooved lid and
paraffin waxing
insure against
spilling and
splattering.



A tiny drop the
Empire Contain-
er is safe and
sure from spill-
ing.



A tin can in-
sures the seller
the profit and satis-
fies the customers.



Is the problem of keeping up with ris-
ing costs taxing you?

Retailing demands the strictest atten-
tion to small details. Over-measure on
vinegar, molasses, oysters, etc., is a
serious matter and directly affects your
bank balance.

The **"Empire Container"** solves this
problem. It effectively checks all losses
through over-measure. The customer
is satisfied and you have your full profit.

There is no loss from spillage — even
though it is upside down. It is easy to
handle, can be wrapped up like a can of
salmon. It is well made, strong and
non-leakable.

For three years we've been talking about
losing money from over-measure. Hun-
dreds of live fellows have investigated
this leak and what they discovered
amazed them.

They bought **"Empire Containers"** and
so will you if you look into this matter.
Think it over.

Made in three sizes: half-pints at \$12;
pints at \$14; quarts at \$16 per 1,000,
F.O.B. factory, Sombra, Ont.

Ask us to prove
that you can make
money by using
them.



Connecticut Oyster Co.

Exclusive Selling Agents

50 Jarvis Street

TORONTO

FEATURING—SELLING CHRISTMAS GOODS EARLY

CANADIAN GROCER

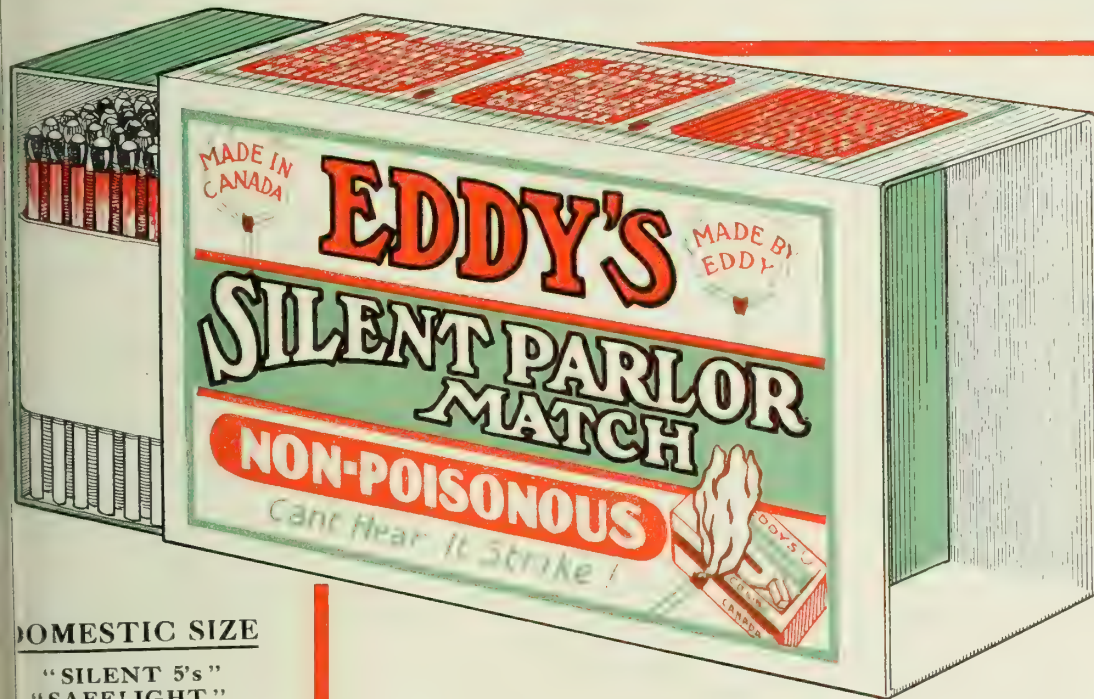
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE : TORONTO, DECEMBER 3, 1915

No. 49



DOMESTIC SIZE

"SILENT 5's"
"SAFELIGHT"
"RED BIRD"
"GOLDEN TIP"
"BUFFALO"
"HOME"

POCKET SIZE

"PONY SILENT"
"EVER READY"
"COMET SILENT"
"SESQUI 50's"

POCKET SIZE SAFETIES

"CAPITAL"
"EDDY"
"EDDYSTONE"
"COMET"

WAX VESTAS

In 7 Sizes

FLAMERS

AND
GASLIGHTERS

Eddy's matches have set the pace for sixty-four years. They are still leading strong with their latest developments, the result of scientific research. When something new is discovered in chemistry to produce better lights, there'll be another addition to the Eddy match family.

EDDY'S MATCHES, like EDDY'S WASH-BOARDS, FIBREWARE, WRAPPING and other PAPERS, PAPER BAGS, etc., set the Standard of Quality, Canada over.

EDDY
ESTABLISHED 1851

Little
Miss
"MAIDEN"
CANADA

Registered



"Handle Big Things"

COWAN'S
Perfection
COCOA

Make big sales this year.

The Largest Selling Package Sugar in Canada. And Why?

Here is what some housewives think of
Lantic Sugar in original packages

From **TORONTO, ONT.**

"Lantic Sugar
is excellent. Best
I have ever
used."

From **ELORA, ONT.**

"I always buy
my Lantic
Sugar in car-
tons."

From **East Branch, N.S.**

"I have just be-
gun to use Lan-
tic Sugar and
find itsplendid."

From **MONTREAL**

"Am now us-
ing Lantic
Sugar and find
it much better
and finer than
any I have ever
used. My gro-
cer supplies me
with it every
week."



From **SUDBURY**

"Lantic Sugar
is giving me
the utmost
satisfaction in
every way as
to purity,
cleanliness and
neatness of
package; there
also being full
weight, as I
proved."

From **FALMOUTH, N.S.**

"I prefer Lan-
tic Sugar to any
I have used."

From **HAMILTON**

"The 100 lbs. we
bought made a
life patron for
Lantic Sugar."

From **LONDON**

"I much prefer
Lantic to any
other Sugar."

In 2 and 5 lb. cartons—and 10, 20 and 100 lb. bags.

THE ATLANTIC SUGAR REFINERIES, LIMITED
MONTREAL

You can pin your faith to these two—

Codou's Macaroni and Le Calice Soap

They are no newcomers in the Grocery world. Their selling merits long ago established and built securely on popular approval make them favorites with progressive dealers everywhere.

"Codou's" Macaroni

will always be a popular line with the thrifty Canadian housewife. Besides solving the old, old problem of *paying less* for better things to eat, Codou's wins on its sterling food value — something vastly different from the every-day macaroni.

—And about Soap

A good soap is always appreciated by every one of your customers. But if you have not yet tried the selling value of

Le Calice Castile Soap

you cannot fully realize how very much this appreciation means to *you*.

Le Calice is made from the purest oils, being both antiseptic and healing. No ingredients enter into its manufacture that would injure the most sensitive skin, or the most delicate fabric.

Featuring "*Codou's*" and "*Le Calice*" during the Winter months will put many extra dollars in your cash register. Look over your stock to-day.

Arthur P. Tippet & Co.

Agents

MONTREAL

TORONTO



Unquestioned purity, convenient utility, and absolute satisfaction —that's Borden products

Progressive Grocers everywhere sell Borden Products. They find it profitable to feature Borden's—the better selling line whose popularity is built on over seventy years of satisfaction-giving service.

Borden's is known in your community—is known everywhere as a result of our extensive advertising. Wherever displayed, this well-known line never fails to pull profitable business.

Get a small trial order, make a little window or counter display and see the amount of repeat business Borden's produces.

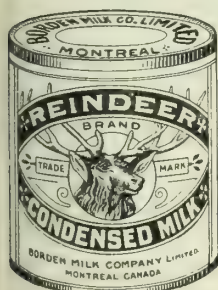
Ask your wholesaler or write direct.

Borden Milk Co., Limited

LEADERS OF QUALITY
MONTREAL

Branch Office:

No. 2 Arcade Bldg.
Vancouver, B.C.



Xmas Wines

Lytle's Xmas Wine list includes port, cherry, grape, etc.—every one of which should be included in your Xmas stock if you wish to reap your full share of the season's trade.

The popularity of unfermented wines, particularly during the festive season of Xmas, creates a big demand for these wholesome, non-alcoholic beverages. But the Lytle Xmas Wines have a decided lead in popular flavor—their pure, rich, natural flavor win for them the approval of the most critical.

A stock of the Lytle Line on your shelves or sales counter will net you many dollars during the holiday season.

Order a good supply of Lytle's wines and display them in your Christmas trims.

T. A. Lytle Co., Limited

Sterling Road

:-

TORONTO



The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-

cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.

11 x 22 six-color display card
mailed on application.



G.N.W. TELEGRAPH
TELEGRAM
COMMERCIAL CABLES

GOLD DUST

A Message To Grocers



"Keep a good supply of GOLD DUST on hand, and keep it
where your customers can see it," is our message to you, Mr.
Grocer. Our message to your customers is extensive, per-
sistent, persuasive advertising that keeps the GOLD DUST
sales coming your way.

THE N.K.
FAIRBANK
COMPANY

LIMITED
MONTREAL

Money That Should Go to You

And a Few Selling Hints on "How to get it."

There are many advantages in using non-perishable, "Canada First" Condensed and Evaporated Milk. If these are plainly stated to your customers, it means more sales for you. If people merely shift from one brand of goods to another it does not increase your total sales; but if you get some of the money that now goes to the Milk Man, your revenue is increased directly.

For coffee, cocoa and for cooking, "Canada First" is distinctly superior to fresh milk.

Ask your customers to try "Canada First" Condensed (sweetened) or Evaporated (unsweetened) Milk. It's good business.

Here's Why—

"Canada First" Condensed, the sweetened kind—goes farther than fresh milk and saves very considerably on the sugar—almost one-half in cooking.

The Canadian Government Tests show "Canada First" as first in standard and quality for years back—

Always handy—can be used to make milk for drinking—for Babies—for table use, and is much cheaper than ordinary "much handled" fresh milk—

It is economical to use as it don't sour quickly—

Don't require any bottles—can be served from the package—

The Evaporated Milk—unsweetened, commonly called **Cream**—is better than fresh cream—as it keeps—costs less and goes farther, and makes 30c coffee taste like more.

It's Canadian Made—push its use.



Best for Coffee and
Salads, etc.



Best for Babies, Cooking
and Candies

THE AYLMER CONDENSED MILK CO., LIMITED
HAMILTON, CANADA



Riteshape

This is the **Riteshape** season of year.

Feast days call for fancy foods. People look for quality rather than price. They want to be pleased with food purchases.

Now of all times you should be using **Riteshapes**. Those squab, that fish, chops, steaks, sausage, bacon, sea food, shell fish, should always go out in **Riteshapes**.

Here's another tip. The 10-pound **Riteshape** makes the daintiest fruit basket you ever saw. Pack some 10 pounders full of seasonable fruits, put a price on them and watch them sell. Never send out grapes or fragile fruits in bags—always use **Riteshapes**.

Nuts, pastry, green vegetables, in fact every tasty food you sell, will look better and give better satisfaction if you send it out in **Riteshapes**.

Let **Riteshape** service constitute your holiday greeting to your good customers.

Get **Riteshapes** from all Canada jobbers.
or ask

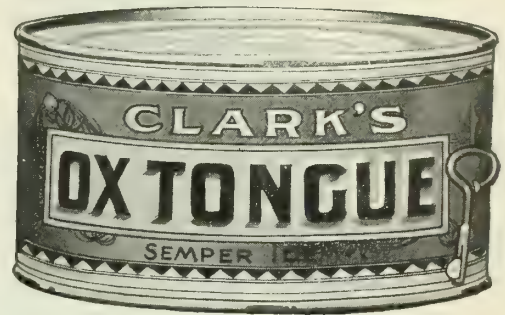
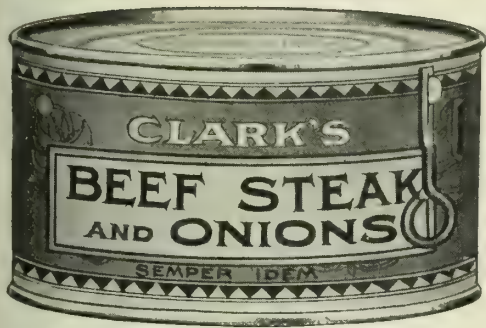
The Oval Wood Dish Company

Manufacturer

DELTA, OHIO, U.S.A.



Seasonable Goods



W. Clark, Limited, Montreal



E.D.S. JAM

Assists in Xmas Baking

If there's any time in the year when baking is indulged in its around Christmas time.

Good, old-fashioned baking—fruit cake, mince and pumpkin pies, layer cakes, tarts, jam sandwich, cakes, etc., etc., many of them requiring a good, rich jam or jelly.

This is where E.D.S. Jams and Jellies come in. The wide assortment of flavors makes selling easy. Why not display your stock of E.D.S. Jams and Jellies and call attention to the part they can take in Christmas and Winter baking?

Sell E.D.S. Jam in the No. 4 and 5 tin pails or the smaller glass containers. Order your supply.

Made only by

E. D. Smith & Son, Limited
WINONA, ONTARIO

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employes.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

Here is an important point for those who have not yet stocked Gipsy Stove Gloss. It is always found in the stores of the most successful merchants, and that proves this significant fact—

GIPSY Stove Gloss

is in the best shops because it attracts the best custom.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.



Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory

Thamesville, Ont., Canada



King
Oscar
spells
profit
for you

The secret of the wonderful selling power of King Oscar Brand Sardines is quality.

We realized that the quality would tell once it was placed before the public; hence our bill board and newspaper advertising. The advertising created the initial sale—the continuous demand followed.

Every box of King Oscar is uniform in quality, containing nothing but the pick of the Norwegian Sardines. Thus you are safe in recommending them to the most discriminating.

Is your stock in good shape for the big winter demand?

CANADIAN AGENTS

J. W. Bickle & Greening

J. A. HENDERSON

Hamilton

Ontario

Removal Notice

On and after January 1st, 1916, our new address will be Nos. 59-63 Front St. E. (S.W. Cor. Front and Church Streets).

The above premises are more commodious than those we now occupy and with such excellent shipping facilities that all orders can be given the quickest possible despatch.

Canada Brokerage Co., Limited

Melagama Tea

A new firm, a new factory, but the same high quality and a better service.

Minto Bros.

New Address: 284 Church St.

TORONTO

SEND US YOUR LETTERHEAD

or something showing your firm name in full and we will be pleased to have it printed on from 50 to 200 copies of this intensely interesting booklet

"A Story of Sugar"

for distribution among your customers. This is the story of how sugar is manufactured, told in a bright, pithy manner. Don't miss this opportunity to secure for your patrons something really educational.

Send to-day.

**ST. LAWRENCE SUGAR REFINERIES, LIMITED
MONTREAL**



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Big Profits Easily Made

O-Cedar Polish has become a household article—a necessity in every home—something that every housewife must have who takes a pride in the appearance of her home.

O-Cedar Polish

(MADE IN CANADA)

is the enemy of dirty, dingy, lifeless furniture and wood-work. It dusts, cleans and polishes at the one operation. Seeming blotches and blemishes in the wood disappear, and the original beauty and brightness shine forth again.

Every up-to-date grocer keeps well stocked with all sizes to supply the demand our coast to coast advertising campaign has created.

Order from Your Jobber.

Channell Chemical Co., Limited

369 SORAUREN AVE., TORONTO, CANADA



Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer
143 University Avenue, Toronto

Bee Brand—the original business-builder

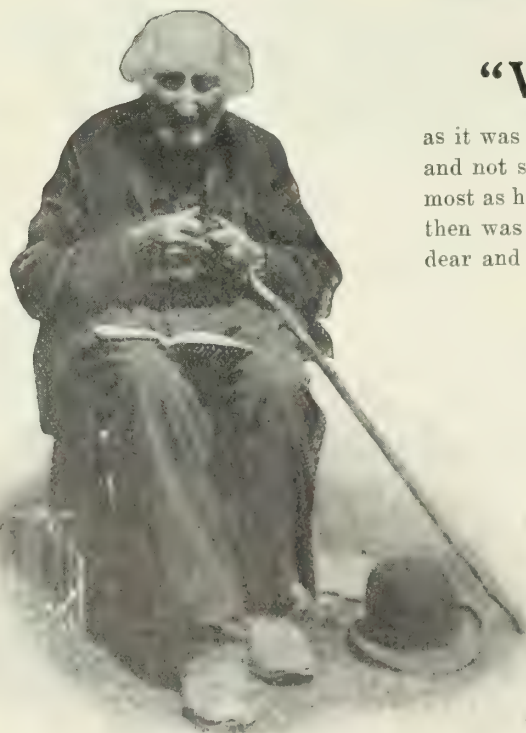
The old-established Bee Brand Line has never lost the confidence of the buying public, which it always held. Even the most discriminating and critical customer will find in this superior line that satisfaction which has made the name of Bee Brand famous everywhere.

Why not test our Bee Brand Products by a trial order?



The Bee Starch Co., Montreal

No. 25



Chat with "Old Bob"

(Canada's 105-year-old Pioneer)

"With Tea at \$2 the Pound

as it was when I came to this country there would be a lot less used, lad, and not so much wasted. Do you know that the cost of living then was most as high as it is now considering the income that people had? Money then was scarce but many kinds of food were cheap. Tobacco then was dear and the quality poor—no such tobacco as

King George Navy

It has good chewing qualities, and a nice lasting flavor."

Note—Live grocers are developing their tobacco department by selling King George's Navy Chewing Tobacco—they value the trade of the tobacco-using men.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



Sunny Japan's Tribute
to tea-drinking America
will be appreciated in the
fine, satisfying flavor of

JAPAN TEA

You are being assisted in
creating more sales and
better business through
the Japan Tea consumer
publicity in magazines,
newspapers, etc.

Let Mrs. Canada know that
you sell her old favorite by dis-
playing it in your windows.

**Order Your Stock through
the Wholesaler.**

DRIED FRUITS FOR XMAS TRADE

We have one of the nicest assortments to be found in any part of Canada.

We have sold and delivered to our customers SPANISH VALENCIA RAISINS, not those called Valencias from California. We still have a few more.

CALIFORNIA RAISINS

Finest assortment of Loose Muscatels,
3 and 4 crowns, 50 lb. boxes.

SEEDED RAISINS

Choice and Fancy, 16 oz. packages.
Choice, 12 oz. packages.

SEEDLESS RAISINS

12 oz. and 16 oz. packages.

EVAPORATED FRUITS

Choice Apricots
Choice Peaches
Choice Pears
in 25 lb. boxes, "faced."

CURRANTS ARE SCARCE

We have just received a car, in packages.

DATES, 1915 CROP

The quality this year is the finest in
Hallowees and Khadrawees. Also
packages.

CALIFORNIA FIGS ARE ALSO SCARCE

We have still a few boxes due here this
week, comprising:

10 lb. boxes Layers,
12 oz. and 8 oz. packages.

SPANISH FIGS HAVE ALSO ARRIVED

In 22 lb. boxes.

We are now filling orders.

PRUNES, California and Oregon

Full range now in stock.
Prices have advanced since our advice
early in the summer to book, and ail
orders have been delivered in full.
Don't delay to order now, if short.

TABLE RAISINS

Bevan & Co.

Full assortment, Boxes, 1/4-Boxes and
Packages.

NUTS, All Kinds

Don't hesitate to ask our prices. They
are always most reasonable.

OUR SHIPPING FACILITIES ARE SIMPLY PERFECT.

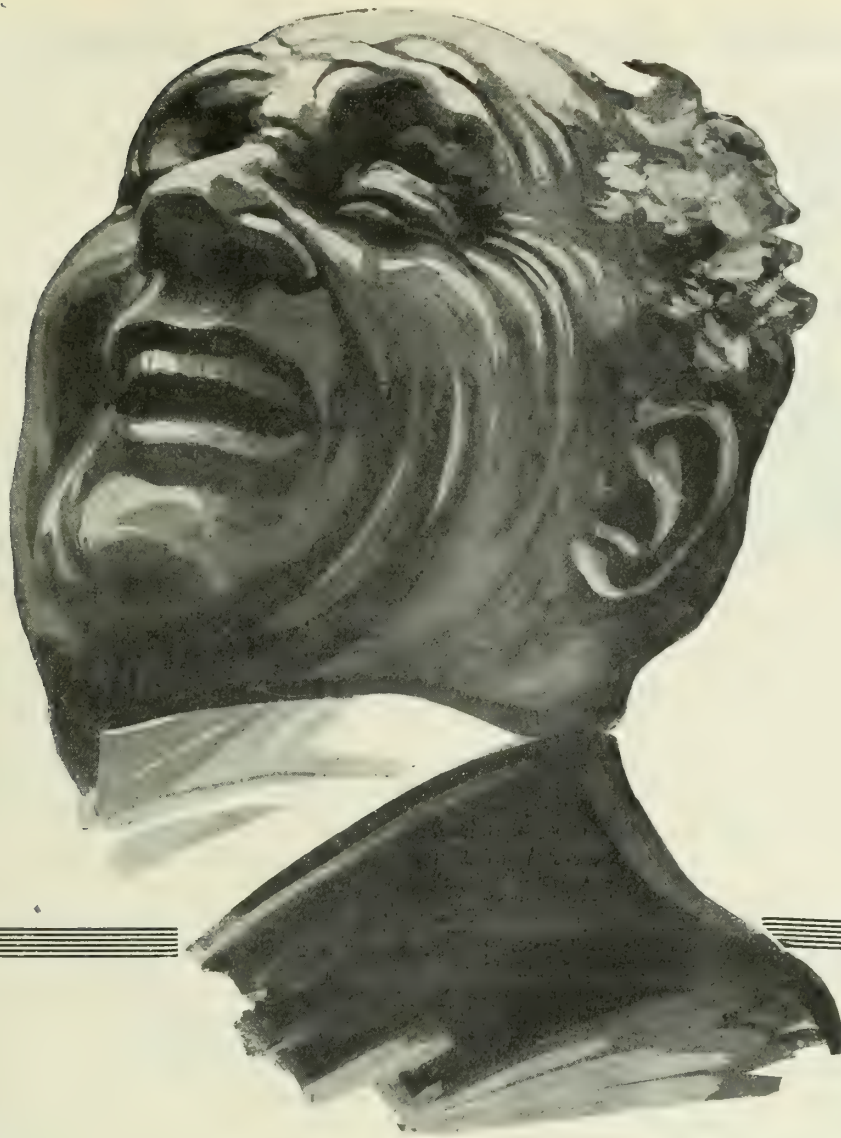
At your disposal.

L. Chaput, Fils & Cie, Limitée

WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles St., - MONTREAL

ESTABLISHED IN 1842.



**Jolly
Good**

—that's the decision of the thousands of families whose Christmas dinner will come to a fitting conclusion with a dessert of

Wagstaffe's Plum Puddings and Mince Meat

They are made of the finest ingredients, superbly blended in real, old English style. They are quality through and through. You have scores of prospective buyers for Plum Pudding and Mince Meat in your store every week. Why not get their business and save them the trouble and worry of making their Christmas pudding and mince meat?

Wagstaffe's Plum Puddings meet the demand for something really nice for the soldiers in training in Canada. Suggest them for the Christmas boxes.

Write for prices.

Wagstaffe Limited, Hamilton, Can.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

HEADQUARTERS FOR
White Beans
and
Evaporated Apples
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker

Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Established 1859
GEO. STANWAY & CO.
TORONTO

Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian Products. Furuya & Nishimura, Japan Teas.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager
TORONTO Western Canada

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

NOTICE TO MANUFACTURERS

of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast. If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers
Office and Warehouse : 309-311 King St. West, Toronto

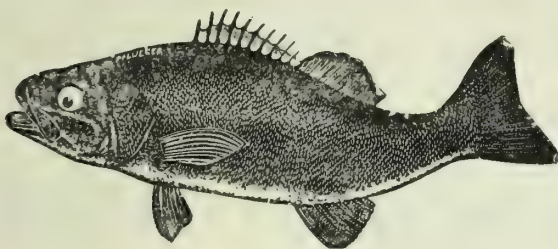
A MASTER BLEND



The Tea with an inimitable and distinctive flavor, splendid richness and full-bodied strength—a master blend of Assam Indian Teas and Ceylons. The tea that, by right of quality and value, should naturally be the grocer's LEADER.

Port Arthur, Ont.

47 William St.,
Montreal, Que.



SMOKED

Finnan Haddies, Fillets,
Kippers, Ciscoes, Bloaters

SALTED

Cod, Herring, Mackerel

FROZEN

Halibut, Qualla and Cohoe Salmon

SPECIALTY

Salted and Frozen Lake Herring

Ask for a price list.

J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street

TORONTO, ONT.

Judging it from any point of view whatever



you cannot miss perceiving the many superior points of the "Eureka" Refrigerator.

Twenty-nine years' experience is behind every refrigerator we sell, and we claim that the Eureka is the most scientifically perfect and the most economical on the market to-day.

Note these "Eureka" qualities—then ask yourself if you can afford to handicap your business with an inferior system:

Less Ice Consumption

No Waste

No outside ventilator necessary

No zinc or galvanized iron used in its construction. Gases and impurities are absorbed and carried off in the drip.

Get free particulars of the Eureka to-day.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO

REPRESENTATIVES: James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Loneragan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

How About Your Stock of Robinson's "Patent" Barley?

*Plan on bigger
business next year*

Every new customer you get for this time-proven cereal food means more business and goodwill for your store. There's not a householder in your district who is not a prospect for the sale of Robinson's "PATENT BARLEY." It's the most digestible and nourishing food for infants, invalids and the aged.

Order Robinson's Patent Barley now and get this trade, which is a steady one all the year round.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA



FOR CHRISTMAS CANDY-MAKING

Tell Your Customers to Use

Crown Brand Corn Syrup

It makes all kinds of delicious home-made candy, and is so inexpensive that everyone can afford to use it.

Get the 10 and 20-pound tins, as well as the 2 and 5-pound tins.

When ordering, include a case of "LILY WHITE"—our pure white Corn Syrup.

The Canada Starch Co., Limited MONTREAL

Manufacturers of the Edwardsburg Brands

Works:—Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXIX

TORONTO, DECEMBER 3, 1915

No. 49

Christmas Goods Sold Early

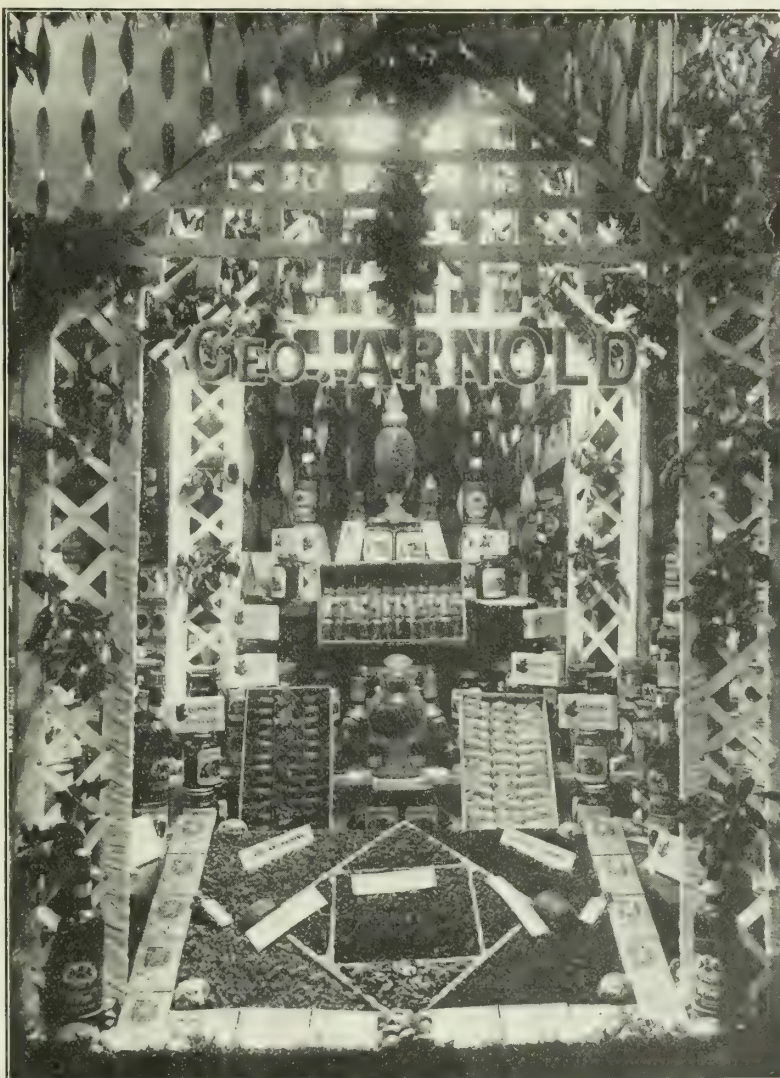
Retailer Shows That the Consumer is Quite Willing to Buy One and Two Months Ahead—Such Lines as Almond Paste, Raisins and Other Dried Fruits Were Prominently Displayed During November—Show Case Sells Christmas Stockings

“UP to this year I made little or no attempt to sell Christmas goods till well on in December. This year, however, just as soon as the stuff began to arrive around the 1st of November, I began showing Christmas goods both in the window and on the counter and I was really surprised the way they began to move.”

The above are the words of Geo. Arnold, a grocer at 924 Queen St. E., Toronto, who already this year has disposed of large quantities of Christmas goods, and who is still featuring them in his windows from week to week.

“It was somewhat of a surprise,” he added, “to find how the window displays and the goods on the counter caught the eye of customers so early. Why the first week I had new raisins, prunes, figs and peel I sold considerable quantities of them. Other lines such as almond paste and chopped almonds which ordinarily don't sell until a week or two before Christmas, have been moving out splendidly, simply because I have been showing it on the counter where every customer can see it. I am retailing that tin of almond paste”—and he pointed to it on the counter—“at 60c a tin and already this week I have sold a tin to half a dozen customers.”

“Those Christmas stockings you see



A sample of the attractive Christmas trims shown in the Geo. Arnold store, Queen St. E., Toronto. This is the sort of display that sells the goods.

in the show case are everyone sold already. The first week I displayed them there, customers asked me to reserve them for them. I only intended to leave the display in a week or so, but it has sold so well that I have continued it.”

It might be added that the largest

of these stockings was retailing around the \$2 mark, which intimates that Christmas buying this year is going to be on a pretty large scale. Mr. Arnold has also sold a considerable quantity of Christmas crackers from the same showcase, as well as other Christmas novelties.

For Overseas Delivery

He has, too, been making a feature of putting up boxes for soldiers at the front and prisoners in Germany. Boxes for the soldiers contain such lines as Christmas fruit cake, canned roast beef, boxes of figs, plum puddings, chocolates, etc., these being around 11 lbs. in weight so that they could be sent by parcel post. He finds that there is a good big trade in this class of stuff this year and that people who have friends at the front are very anxious that they be well supplied at Christmas time. The first three and a half days of last week, he had disposed of some ten or a dozen of these boxes, and of course he had been featuring them for the past month or so.

He also has done considerable trade in boxes of food stuffs for prisoners in Germany. These must be all glass, but they are well packed.

In selling Christmas goods two months before Christmas and in getting after this overseas trade, Mr. Arnold presents two splendid suggestions for others.

What Is a Peddler?

Montreal Magistrate Fines Driver of a Tea Dealer Who Was Sent Out With Wagon of Tea, to Be Delivered if Wanted—Text of the Judgment

WHEN a firm sends out an employee with a wagon loaded with merchandise, who is instructed to call on certain houses, enquire whether goods are wanted, and make delivery when the goods are required, is that peddling? Magistrate Semple, of Montreal, in a judgment handed down on Tuesday, Nov. 23, in the case of City of Montreal vs. Thomas Levelee, an employee of Waldron Bros., tea merchants, decided that it was. He found Waldron Bros. guilty under the by-law and sentenced the firm to a fine of \$10 and costs, or imprisonment for one month.

The defence declared that their driver had been furnished with a book, in which were the names and addresses of customers of the firm, and with each name an indication of the probable amount the customer might require at a certain date. The duty of the defendant was to deliver tea to the customers whose names were in the books, and to no one else. He was to ask each customer whether the quantity of tea opposite his or her name was required that day, and, if answered in the affirmative, to get the particular blend and weight from the waggon and deliver it. None of the packages of tea in the waggon contained the name or address of any of the customers. The driver received no commission.

How By-law Reads

The Montreal by-law on the subject reads that a peddler is a person "having in his possession for sale any goods, provisions or other articles, and selling or offering them for sale, in the streets or public places of the city, or in private houses. This term (peddler) shall also apply to every person delivering in the streets or public places of the said city, or in private houses, goods, provisions, or any other article whatsoever not specially sold in advance, in a store or other place of business, and which are not clearly consigned and addressed to the persons having purchased them; or delivering them in quantities other than those stipulated at the sale so effected in advance; but it shall not apply to bakers, milkmen and ice vendors, when only supplying their customers, nor to newspaper vendors."

The clause regarding a sale made in a place of business is the one on which the judgment is apparently delivered, for Magistrate Semple in his judgment has this to say:

"In neither of the cases in which delivery was so made had that particular package or quantity of tea been sold in advance in a store or other place of business. It is sufficiently evident that, in an effort to circumvent this obstacle, the system of booking standing orders was evolved, but, in the case of two of the witnesses heard, the standing orders in the book supplied defendant were, at the most, but directory, and did not call for other than an approximate quantity of a particular blend of tea; full liberty was left to those customers to take what they required. With certainty, the tea

was sold on the doorstep of each house, and it was delivered immediately to the purchaser out of the waggon in the street. So that, in reality, there was an offer to sell, first of all, and then delivery on the spot if the offer was accepted. It is admitted also that none of the packages of tea in the waggon in charge of defendant bore the names and addresses even of the customers who were booked. This is but too palpably true, in view of the fact that the tea was sold only at the door of each purchaser. Being so sold, those particular packages of tea could not have been consigned to their eventual purchasers. The defendant did not content himself simply, on the day in question and with respect to two of the witnesses, by leaving a package of tea at their respective homes without first asking if it was required."

Vinegar Was Below Standard

Retailer Was Charged With Breach of Adulteration Act, But Prosecution Was Changed to Manufacturer—Misunderstanding in Mixing Caused the Trouble

AN interesting case, tried under the adulteration Act—which is Canada's Pure Food Law—comes from a town in Western Ontario. In November of last year an inspector called upon a certain retailer and took a sample of vinegar for analysis. A couple of weeks ago this retailer was charged with having for sale adulterated cider vinegar. The retailer was able to produce his invoice to show that he purchased a "pure" quality of vinegar, and one which meant to him according to the standards. In view of this, the magistrate decided to change the prosecution from him to the manufacturer, who, it appeared, had innocently apparently blended two kinds of vinegar, with the result that the mixture tested less than Government standard. A fine of \$25 and costs was imposed upon the evaporator company.

A dealer in that district, on commenting on the case, writes Canadian Grocer as follows: "My friend did not succeed in getting exactly what I would have liked him to get. I feel that had he employed a lawyer he might have succeeded in getting his case dismissed entirely. That would have necessitated the inspector issuing a charge against the manufacturer, which would have exonerated the retailer entirely. But as it stands, the retailer still remains a party to what is looked on as fraud, and he is now in the same class as the farmer who watered his milk that went to the cheese factory, thirty years ago. That act of that farmer is remembered until this

day. This is a very important reason why the Government should give us protection against the mistakes of manufacturers, either wilful or otherwise. If the retailer is guilty, then he should be soaked and soaked hard, but in my estimation it generally comes out in the wash who is the guilty party, but nevertheless the retailer gets the blame.

"In connection with the vinegar case above, I understand that the manufacturer was entirely ignorant that the standards were not met. When he was told of the trouble in which the retailer was, he was quite surprised and considered it impossible, as he said there had been added a white spirit vinegar to the cider vinegar to make sure it came up to standard in acetic acid. It is pointed out, however, that this is likely where the trouble arose. One familiar with mixing vinegar states that mixing distilled and fermented vinegar together, one works against the other, and in a few days it develops into a very weak vinegar."

From the above it appears that neither the manufacturer or the retailer was to blame, yet our correspondent declares that many people still hold the idea that the retailer watered the vinegar. He contends that the case did not do justice to the retail trade in general, as it causes people to think that every grocer is more or less dishonest in his dealings with the public. The case has proven to be an exceedingly interesting one.

Fancy Baskets in Christmas Trim

Display Shown by Mathison Bros., Whitby, Ont., Last Year—Nicely Decorated Baskets Add to Appearance—How Trim Was Constructed

THE time will soon be here when the grocer will be making his biggest effort in window-trimming for the entire year. The Christmas season always means good selling and attractive trims. Herewith is shown a display from a small town. It was presented last year by Mathison Bros. of Whitby, Ont., and from the photograph it will be seen it was a very appetizing arrangement. On the floor to the right will be seen various kinds of nuts, candies, dried peel, etc., in separate sections with dried fruits below them and near the window. On the left were fancy baskets of oranges, grape fruit, English grapes and packages of table raisins, boxes of confectionery, preserved fruits, etc. Above these were boxes of prunes and apricots standing on end and decorated with small flags and topped with pineapples. Also more fancy baskets of fruit. The decorations include some evergreen with wreath of foliage decorated with flags.

Every attention should be given from now on to the Christmas window. Many retailers have already shown dried fruits. Christmas baking materials and even exclusive Christmas novelties such as stockings and Christmas crackers and have sold large quantities of them. This goes to show that all that is necessary is to give the people a suggestion in the window and they will act accordingly. Selling Christmas fruits now means that when the rush period comes during the last 10 days the store staff will have more time to give to transient trade which is always a big factor at this time of year. It means this, that more attention will be given to regular customers, therefore a better service and greater satisfaction.

Remember, too, CANADIAN GROCERS' 1915 Display Contest, particulars of which have already appeared.



Christmas window shown last year by Mathison Bros., Whitby, Ont. Described in accompanying article.

Timely Newspaper Advertisements

Make the Xmas Cake Now

SEVERAL lines of dried fruits are short this year and if supplies for the Christmas cake and pudding are left too late, difficulty may be experienced in getting them. Buy now is our advice; and for the Christmas baking be sure you use first-class materials that can be depended upon. We guarantee the following:

CURRENTS FROM GREECE—Greece is the source of the world's supply, and although shipments were held up for a time, owing to uncertainties, ours have arrived as before. Finest quality, per lb. . .c.

ALMONDS, WALNUTS AND FILBERTS—For the Christmas baking every housewife wants sound, fresh nuts. Stale nuts are dear at any price, but you can depend absolutely on the quality of our goods.

MINCEMEAT—Tastily spiced and made in the most sanitary way by a reliable firm. Just the thing for the Christmas pie, per jar . .c.

PLUM PUDDINGS—If you do not care to go to the trouble of making your own plum pudding we have a splendid selection in various sizes, made from choice fruits and baking materials. Per lb. . .c.

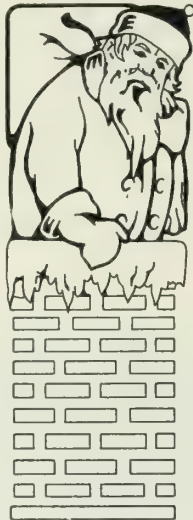
CIGARS—If your husband smokes, what better or more appreciative gift could you present him with than a box of cigars? A gift cigar must be a good one and from our large assortment you have a varied choice of some of the finest brands on the market. Ranging in price from \$... per box to \$....

Other baking suggestions include chopped almonds, almond paste, extracts, cake icings, fruit sugar, potato flour, chocolate, baking spices, sage, etc. Order now and get better service.

Smith Jones Co.

Phone 161

59 Main St.



PEELS—Lemon, Citron and Orange, all good enough to stand your closest inspection. You will want them for your Christmas cake, and we would urge you to let us have your order as soon as possible. Some peels are short this year.

SEEDED AND VALENCIA RAISINS—We stock only brands of recognized merit and can confidently recommend them to you. Our finest Seeded sells at . .c per carton, and Valentias at . .c per lb. Only a few Valentias left.

Fine Advent Foods

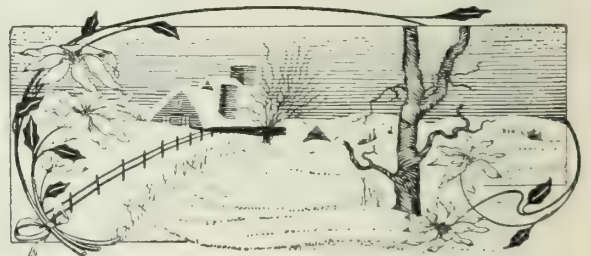
NO matter whether a man is engaged at physical or mental labor, he must have wholesome, nourishing foods. Now that Advent season is here meat diets will be replaced in many homes by others on certain days. Let us suggest to you this variety:

FISH—A food as nutritious as fish will stand a place on every man's table every week. During Advent we have a choice lot, and you can choose from a dozen or more varieties. Here are herring, ciscoes, finnan haddie, halibut, mackerel, smelts, salmon, bloaters, etc., all clean and of good quality. They range from .. to .. cents the pound. Our Oysters are shown only in sanitary containers, and when you consider you get them all meat and no water, they provide a cheap and healthy meal, per gallon in clean, sanitary oyster pails, . .c.

BAKED BEANS—What is more tempting to place before the tired husband and the children than a steaming dish of baked beans in tomato sauce? They actually create an appetite where there is none. Beans form one of the staple army rations, because of their sustaining qualities, and as a substitute for meat "they can't be beat." We carry three or four excellent brands in various sizes to suit different families. Per tin, ... and ... cents.

MACARONI—When you realize that Macaroni is made from hard wheat only, you can see that it must be a body-building food and one that will replace meat at any meal. Macaroni, too, is most reasonable in price, and because it can be made up into so many tasty dishes, it ought to find a regular place in your pantry. Have you ever tried Macaroni and Cheese? It makes a most delicious meal. Macaroni is only . .c per pound, done up in clean cartons.

RICE—After all there are few desserts that will beat the old-fashioned rice, cooked with an egg or two. In fact, it is coming to be widely used as a luncheon dish, because while it takes up little room, a little of it keeps up the energies until the next meal. If you require, therefore, something plain and nourishing for luncheon, serve Rice and let it have a place in the dessert list regularly. In price it runs from . .c up to . .c for the best.



Our canned fish stocks include salmon, sardines, tuna fish, lobster and codfish. All splendid meat substitutes.

A. H. Thompson

Phone 75

57 Gee St.

Many Christmas Lines Short

Review of Arrival and Prospects of Dried Fruits and Nuts—Currant and Valencia Raisin Situation Acute—California Raisins Taking Their Place—Dates Appear to Be Plentiful—Nut Situation Good

THE trade is now in a receptive mood for Christmas goods, and heavy buying is going on and has been going on for the last five or six weeks. It is interesting to notice that on the whole buying is better this year than last; by that, is meant more orders are coming from the trade to the jobber, also the orders are bigger in volume. This is only one indication of many that business is steadily improving and that the retail trade expects the public this year to be in the buying mood to a greater extent than it was last. It is of course axiomatic that at Christmas the man and woman in the street open their purse strings and buy even whether economy is necessary or not. Nevertheless, there is, it is judged from present indications, a greater buying power in the public to-day than there was a year ago. Conditions are easier; unemployment less; business all round is better and on a safer footing; we have had a good crop; and altogether there is a much better feeling financially than there was one year ago.

How is the trade going to take care of this better demand? That depends, of course, upon what state the wholesaler and jobber is in from the point of view of supplying the trade.

This article is a survey of prices and conditions which affect Christmas lines in particular this year and we make comparison throughout the article, with the same goods at this time last year. Compactly and collectedly it forms a good supplement to the services the retailer is getting week by week in Canadian Grocer's market reports.

CURRENTS ARE VERY RARE.—Take currants first. The market is exceptionally bare of currants. For months now we have been talking about the tightness which is going to ensue and which, indeed, has been with us for some weeks. Comparatively there are few stocks of currants on the market. Here and there someone gets a car but this is by no means a general state of affairs. The sailing of the "Frixas" from Greece has been so uncertain that it has been a serious factor in the already strong and tight situation. This, as is known, was commandeered by the Greek Government when it was thought likely trouble was going to commence in the Balkans and dumped its cargo some miles away from its port of sailing. It again started out a few weeks afterwards, after being released and once more was recalled by the Government.

It actually sailed about one month ago and should be here pretty soon now. It has, however, materially delayed matters inasmuch as the cargo is not now so complete as it was, and people who were expecting currants by that boat do not seem to be able to tell whether their shipments are on it or not. In any case it is a buying time for currants. Prices will certainly not be lower; every probability is that they will be higher. Comparing prices of currants this year with last, we find that on the whole they are about 4c to 4½c higher. Filiatras last year were 7½ to 8c; they are now at 12 and 13c, and the rest are on the same basis. We advise retailers to buy what they need in the way of currants if they can get it and take no chances because the outlook is for higher prices and they will certainly not go lower.

VALENCIAS PROHIBITIVE.—Valencia raisins are almost prohibitive in price. There are few around of any sort at all. There are some small express shipments still reserved but even these do not amount to much as prices are high and beyond the limit. Whereas last year one could buy Valencia raisins right up to Christmas at anything from 8½ to 10c they are now, at time of writing, at least 13 to 15c, and it is questionable whether they can be bought at that.

The fact of the matter is that there are so few on the market and the trade has now got used to the idea of doing without any Valencia raisins that there is not very much demand for what stocks there are in view of the exceptionally high levels attending. There have been few new Valentias bought this year because the crop has been exceptionally bad.

CALIFORNIA RAISINS.—It is obvious that in the place of Valencia raisins the trade has been buying and will continue to buy California seedless and seeded raisins. Seedless are also scarce and high. On the whole they are about 1c higher than last year for whereas last year they could be bought at 10 to 11 the price now is 11 to 12c, and at that stocks are low and there is a big demand. California seeded raisins are firmly held by the association in California, and the market is exceptionally strong and high. In fact it is comparatively the same as it was last year at this time, but the outlook is for rather high levels. If any retailer is anxious to get stocks of both seeded and seedless for Christmas trade at best prices, now appears to be the

time. This is another case where the indications are all higher-wards and certainly not the other way.

PEELS ARE SHORT.—Peels are another line which is very firm and scarce. It looks like a real shortage, particularly at Christmas. The reason of this is that people got cold feet some time ago when they could have bought citron fairly cheaply and they didn't buy it; the result is a shortage now. There is a good steady demand for peels of all sorts but particularly citron. The prices last year were about 3c lower than they are now. Citron was quoted at 19c to 22c one year ago this month, while now it is 22c to 25c, and firm at that. The same applies to lemon peel and orange.

DATES ARE CHEAP.—We come now to some better news. Dates are priced reasonably. Two steamers have come in recently bearing stocks, and another one is due in New York this week. Prices are unaltered; 7½c to 9c to-day, is exactly the same price that existed one year ago. For that the trade may be truly thankful. Dates are cheap and there are lots of them. The trade so far has not shown any great inclination to rush in and buy them but Christmas business is steady and fair and will increase a little as the time gets nearer. There is little likelihood of any advance in prices in this line. This does not mean, however, that lower levels will be seen at all and the retailer will do well to get in now and buy what he wants.

CLUSTER RAISINS.—Malaga raisins—that is the cluster raisins—are about the same as last year. They have got over here all right from Spain. A shipment came in recently and there is not a great demand. This is a Christmas line for which the demand is more or less limited. As a matter of fact, and the indications are that the trade is gradually turning from bulk raisins to pound packages. It is not likely there will be any change in price of Malagas.

SHELLED WALNUTS HERE.—Now as to nuts. Shelled walnuts, that is freshly cracked, are here already. New stuff may be here in quantity in about ten days. Most of the Christmas trade is done in September cracked, and these goods are in, and buying has been going on steadily for some time. The new goods, that is for January to March delivery, are rather slow and indications are that there will be firm prices. Prices on freshly cracked shelled walnuts are

(Continued on Page 35.)

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THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President

H. T. HUNTER, General Manager

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No. 49

REPUDIATING CONTRACTS

CANADIAN GROCER is in receipt of a letter from a grocery house in Western Canada, pointing out that a certain shipper of potatoes in a Saskatchewan town has failed to fill his contract with the firm in question. This man undertook to deliver a quantity of potatoes to the grocery house. Not only has he not filled the contract, but he has not replied to letters addressed to him which means that evidently he has no intention of fulfilling his obligation. Investigation shows that he has no financial responsibility and apparently his method is to fill his contracts only when he is going to make a substantial profit and repudiate them if it suits him to do so.

No doubt there are many instances of this character happening every week in various parts of the country. Men of the character referred to seldom make any permanent success in business and the only regret is that they sometimes meet with a little temporary gain. Such cases as this emphasize all the more the necessity of business men dealing only with responsible parties and we would strongly urge that before new contracts are entered into, particularly where money has to be sent before the goods are delivered that the standing of the shipper be secured from an authoritative source.

MUCH LIME JUICE BELOW STANDARD

FROM the Inland Revenue Department at Ottawa there was recently issued a report on the analysis of eight samples of Lime Juice. It is interesting to note that of this number 40 were found to be genuine, 14 nearly genuine and passed as acceptable, and 27 adulterated as departing notably from the legal standards. The standard for lime juice as issued in January last is as follows: Lime Juice, Lime

Fruit Juice, is the freshly expressed juice of the ripe fruit of Citrus (various species) and has a specific gravity at 20° C. of not less than 1.030 and not greater than 1.040, and contains not less than eight (8) per cent. of solids and not less than seven (7) per cent. of free citric acid. Its optical activity (rotatory power to polarized light) lies between the limits of +0.5° and -1.0° of the Soleil-Ventzke when observed in a column of 200 mm. length at 20° C.

In forty-three samples were found preservatives with no statement declaring the presence of a preservative on the label. It is pointed out that this is in violation of the regulations, which requires that preservatives of the class which includes benzoic, salicylic or sulphurous acids shall be declared on the label when present.

SELLING SUGAR BELOW COST

DURING the past week a Five, Ten and Fifteen Cent store in Toronto put on a sale of sugar in small cartons at 5 cents a pound. This sugar cost the retailer at that time \$6.46 in 100 lb. bags. Admittedly the store which sold it at 5c a pound is losing money on every pound, even considering only their invoice cost. (Sugar has since advanced.)

Here is a suggestion for the Grocers' Association in the above mentioned city which might work out to the advantage of members. Where some retailer not connected, or even connected with the grocery business puts on a sale under cost price, why not render non-productive as far as possible this little advertising stunt? Why not let each member of the Association and everybody else in the trade for that matter, send the delivery boy or someone else to the store in question and purchase all the goods possible at the under-cost price. Retailers, for instance, who

can buy standard granulated sugar at the present time at 5c a pound can certainly make a good deal more money than paying \$6.46 per cwt. Apart from that if every retailer sent one or more representatives for as much sugar as each one could purchase it would lessen greatly the quantity secured by consumers of the city who are looking for bargains. The sale would be over all the sooner, which of course would not be very pleasant to those who had come down town too late for it. And a disappointed customer is not a good advertisement. It is never a good thing for a retailer to have to say—"Oh, we are just out, the last package was sold ten minutes ago."

BE PREPARED FOR RUSH TRADE

TO accomplish best results during the rush Christmas trade, the grocer must see to it that the stock is properly arranged and that he has sufficient equipment to handle expeditiously all crowds. There is nothing that vexes a customer more than having to wait several minutes until someone is prepared to give him attention. This psychological fact should be carefully considered by every dealer during the coming rush period and plans should be laid at once to alleviate this customary handicap.

Not only should the stock that will be most called for be arranged where the clerks can readily put their hands on it, but necessary fixtures and equipment should be installed to take care of the extra trade. There are counters on the market to-day containing a large number of receptacles underneath where goods can be kept already put up and ready to hand out to a customer at a moment's notice. Some of these counters have been seen in use with some three dozen receptacles for this purpose. One can readily see the time saved over the old counter which has a couple of boxes and barrels beneath it for sugar and soap, while for the rest of the goods the clerk has to run to the warehouse every once in a while.

If, too, it is considered that one computing scale will not handle the business satisfactorily, then another should be added. It is false economy to have a clerk or two standing around to use the scale. This necessarily means customers waiting which causes dissatisfaction and loss of trade. By all means be well equipped for the Christmas trade. With normal times with us once more, we are bound to see good business between now and the big festive day.

HOUSEWIVES' LEAGUE IN TROUBLE

MANY grocers in Canada are familiar with the name of Mrs. Julian Heath in her capacity as President of the National Housewife's League of the United States. Mrs. Heath has been referred to occasionally in Canadian Grocer. At one time even, her influence extended to Canada and we were given the experience of having among us, at least in Toronto,

a Housewives' League, modelled after the fashion of those which originated in the metropolis of the United States.

There is, however, trouble brewing in connection with this same National Housewives' League. New York papers, which a reader there has been good enough to forward us, contain columns about this "wonderful" League. There is apparently some dissension in the family. The New Jersey Branch has a grievance which it demands shall be corrected. The charge of the latter branch is that the Housewives' League has been endorsing certain brands of food-stuffs in the United States because of the remuneration from the manufacturers of those brands to the Housewives' Association. A certain manufacturer has, for instance, charged the headquarters with refusing to test his product, unless he advertised in their magazine. The New Jersey members come forward and demand access to the organization's papers and threaten proceedings.

Just what the outcome of all this will be is difficult to say, but now that the ladies have begun to pull one another's hair, there should in the vernacular of the street, "be something doing."

QUILLS IN BIG DEMAND

THE war has had its effect on a great many varieties of commodities. No one, however, on this side of the Atlantic would have thought that such a line as goose and turkey quills would have been among the list. Nevertheless, such is the case.

Goose, turkey and duck quills have always been used in England for commercial purposes and the supply was obtained chiefly from Austria and Germany. Apparently quills were too small a matter for Canadians to deal in and now that imports have ceased from Austria and Germany we are not in a position to get much of this trade. Present supplies in Great Britain are, according to an authoritative source, inadequate for the needs of the manufacturers and there is a steady demand for quills of good quality. For large goose and large turkey quills prices up to \$12 to \$15 per cwt. are paid. For small goose quills the price is from \$7 to \$10 and for large duck quills \$6 to \$7.50. It is pointed out that quills should be tied in bundles, weighing about 8 oz. with the barrels all pointing the one direction. For the sake of convenience in transit, they should too be put up in lots of not less than 56 lbs.

Probably the fact that the market for quills is closed to Germany and Austria will mean a revival of this trade in so far as Canada is concerned. The thriftiness of the Germans is again seen here by their carefulness in not allowing the turkey and goose quills to go to waste. It would be interesting to know what they do with the 'gobble' of the turkeys and the 'quack' of the ducks.

The Power of Food

BERLIN, via London, Nov. 12.—The Vorwaerts, organ of the German social democratic party, publishes a two-column pronouncement from the Executive Committee to the Social Democratic Party, declaring the government measures thus far for the regulations of the food supply and prices are only half measures. It demands the fixing of maximum prices for all important foodstuffs.

"Prices so adjusted that every war profit for the producer, in wholesale as well as retail trades, is made impossible, and even the poorest are placed in a position to obtain the necessities of life required for their nourishment." The pronouncement begins as follows:

"The rise in the prices of foodstuffs has become unbearable. The prices of all important provisions and other articles of daily necessity, such as fuel, clothing and footwear, have reached an exorbitant height. With anxious fears the people of the laboring class and up to the circles of the middle classes, look forward to approaching winter. Already bitter need rules in many families.

"Must there be so much selfish lust for gain, and capitalist greed of profits rage unrestrainedly in the unreined free play of forces? Must millions be in want so that those shameless producers and dealers who coolly take advantage of war conditions can enrich themselves at the nation's cost?"

The pronouncement answers the foregoing questions in the negative. It says the foodstuffs on hand are adequate, but they must be rightly distributed. The prices for swine just established, it asserts, are too high, and beef prices are not regulated.

The committee demands in addition to the fixing of prices for other foodstuffs also "an equal distribution of the foodstuffs on hand in equal rations among all the empire's inhabitants, as is done with bread, in order to avoid preferential treatment of the rich who are able to pay."

Berlin (via London), Nov. 15.—Virtually the entire food supply of the nation is expected soon to pass under Governmental control to insure an equitable distribution of supplies among the entire population, rich and poor. Coffee, tea and cocoa were added to-day to the list of products whose sale will be regulated by the State. The Federal Council authorizes the Chancellor to issue regulations covering trade in them.

The Chancellor also was authorized to

Despatches on this page, having their birth in Germany, illustrate the results of the blockade of the British fleet on the internal conditions of our present enemy. War to the nation that has not free access to the seas means a battle for food as much as a battle for the destruction of the adversary. Germany may have plenty of some kinds of foods, but everything points to a pinch in many of the ordinary necessities, and we may yet find that food, or the lack of it was the power that brought about the downfall of the militarist spirit that was responsible for the present hostilities. At any rate, the important part played by food in this war should be the means of elevating the dignity of the trade whose life's work is the collecting and dispensation of the thing that means life to the army on the battlefield as well as to the individual.

establish maximum prices for buckwheat and millet, marmalades and honey, vegetables, fruits and sauerkraut. These prices apply to producers. Local authorities in municipalities of more than 10,000 population are required to fix maximum prices for retailers in these supplies. The authorities in smaller places are empowered to take similar action if they see fit. The Chancellor is given authority to set a high limit above which prices may not go.

Bread, potatoes, pork, milk and butter already have been subjected to a maximum price schedule. The consumption of other meats is regulated and limited by so-called "meatless days." Maximum prices for all varieties of meat and fish are believed to be in sight.

Berlin, via London, Nov. 20.—The coming session of the Reichstag, which opens Nov. 30, probably will be concerned chiefly with a discussion of the food question. The Government has promised a statement on the measures taken and in contemplation to regulate the food supply of the empire. The subject will be discussed by representatives of all parties, most of whom are expected to go even farther than the Government in demanding the abolition of speculation and unreasonable profits in the trade in food stuffs and other articles of daily consumption.

The budget for 1916, it is understood, will not be ready for submission. A demand for taxation of war profits undoubtedly will find many advocates.

One of the subjects taken up will be

a proposal to modify the law governing a state of siege to permit the imposition of fines for minor offences which now are punishable only by jail sentences. The censorship will be destroyed again.

The session probably will last less than a month, with only a few open sittings. Most of the debates will take place at meetings of the Budget Committee, upon which all parties are represented, and which meets behind closed doors. A definite program probably will be fixed prior to the opening session at a conference between Chancellor Von Bethman-Hollweg and party leaders.

London, Nov. 23.—It is believed here that the food crisis in Germany is reaching alarming proportions despite the strict censorship of the German Government, which is unable to disguise the facts revealed in all German newspapers that come here.

The Cologne Gazette's columns show that the price of food continues to go up daily, and no official orders or enactments appear to be able to stop the increase. In view of the extreme situation it is expected that a special Chancellor will be authorized within a few days to levy a tax on the most necessary and popular articles of consumption, such as vegetables, particularly onions, cabbages, carrots, turnips and fruit; natural and artificial honey, as well as all products serving as substitutes for butter or fats. A special tax will also be put on coffee, tea, cocoa and all other colonial produce, which now command exorbitant prices.

Berlin (via Amsterdam), Nov. 25.—Peace talk has suddenly revived in the German press in connection with the opening of the Reichstag on November 30. Vorwaerts, which resumed publication a week ago after having been suspended by the Government for the frank peace plea which is published, renews its demand in strong language. Vorwaerts flatly demands an end of the war, saying:

"The real cause of the high cost of living is the long duration of the war. Every successive week of the war renders the economic situation of the poorer classes more intolerable. The best safeguard in the future against the increase of prices would be the speedy termination of the war.

"We rely on the leaders of our party to multiply their efforts and to see that everything in their power is done to end

(Continued on page 39.)

Competition in Selling Flour

An Old Flour Salesman Tells of Methods He Had in Getting Flour Into Retailers' Hands—Surprise Expressed at the Recent Advance of Only 10 Cents—Retailers' Anxiety To Buy at Old Prices After an Advance is Troublesome.

By an Old Flour Salesman

WHEN I heard a few weeks ago that the big mills had advanced the price of Manitoba flour ten cents per barrel, I could hardly believe it. In my experience, I do not recall such a small variation. Certainly it is not the custom for Canadian mills to jump their prices by such small steps.

There is a reason for it. The ten cent advance rings the death knell of the "filling" game—a practice that has been carried on by travellers and retailers for years and years.

Every grocer knows that the flour traveller is willing to protect him if at all possible when an advance occurs. He is the grocers' friend, and he is friendly partly to save himself. He has got to hold his customers, therefore, when he scents a rise coming he tells the grocer, "Now I'm afraid there's going to be an advance." "Well," says the grocer, "I'm not wanting any flour just now, but if anything happens, see that I'm protected."

The consequence is, when there is an advance, the traveller goes to his room and uses his lead pencil to good purpose. Then he keeps the telephone and telegraph wires hot soliciting and sending in orders, ostensibly placed before the rise, at the old figures. Whenever there is a rise in the flour market, headquarters are rushed night and day to cope with the business that comes in; and that's the reason why.

Miller Makes a New Move

Many years ago, the head of a large milling company stopped me on the street and said: "I've called all my travellers in. There's going to be an advance. That will stop their old method. When they arrive, I'll tell them about the advance, and send them back."

Evidently he was not successful in stopping this practice, for it flourished as well as it ever did until the recent 10 cent advance. That miller no doubt found that when he called his travellers in, the other mills took his business at the old figure, and no doubt he lost a good many customers.

It looks now as if the mills have got together and agreed to stop this old practice. What will happen? In the old days, when a 25c advance took place, it paid the grocer to be protected; with only a 10 cent advance, it is doubtful whether he will care. If his stock is pretty good, he will probably figure that it would cost him ten cents to store it.

I believe it will eventually stop the "filling" practice.

And, after all, the ten cent advance was more sensible, being in keeping with the advance which has taken place up to that time in wheat. In the United States the flour market is regulated in a more sensible manner. If wheat is up a cent, then flour goes up five cents; and vice versa. If a customer receives a quotation on the day of an advance, he is at liberty to place an order at that quotation that day, after which the higher figure comes into force. In Canada the wheat market has often undergone a change of five to ten cents, with no change in the price of flour. When the change did take place, it was a big one.

Basis of Export Price

Things are different in the export end of the business; there the price of flour is based on the price of wheat. It is only in the local trade that these big price changes occur. A little story is apropos here. I knew a big Montreal baker who used to spend a guinea and cost of cabling every time he went into the market for flour, in order to obtain the export price in England. Nobody knew who gave him the price—possibly a clerk in some English establishment. Whoever it was, he got a guinea for his trouble. Then the baker went to the miller and said, "That's your price for export; I want the same price." The miller threw his hands in the air and said he couldn't do it. "All right," said the baker (whose order amounted to from fifty to a hundred cars), "then you don't get my business." Rather than lose such an excellent customer, the mill succumbed. That was a smart baker.

Talking about bakers, there is not one (at least, those worth calling bakers) who pay the advanced price. They know about the advance long before it takes place, and are covered. Of course, bakers are big buyers of flour, and their patronage is jealously guarded. I have known mills to advise customers who are not bakers when an advance was about to take place, and I have known them to book orders at the old price two or three days after an advance, in order to hold a good customer.

Keeness of Competition

Competition between some of the mills is very keen. There was the case of a dealer who had contracted for a large quantity of flour ahead, and in the

meantime the market had advanced considerably. The mill called upon him to take delivery, but he refused. "Then we will cancel the contract," the mill replied. "Cancel it then," said the dealer. The miller was staggered. "You have made a big profit on this flour, why don't you take it?" he asked. But the dealer refused to accept delivery until he was ready. The mill decided to get at the bottom of the matter. After a lot of investigation they found that another mill, in order to get this man's business, had offered to supply him flour at the same price, to be delivered as required.

This "filling" game is only one of the sources of troubles the mills have had to face in the last twenty years, and most of them, like that above, have been the result of keen competition. For example, it was common at one time for a mill to accept less than the invoiced price, i.e., giving rebates in order to favor a customer whose business was coveted. That was discovered, and stopped. This was followed by another move. The various mills had an agreement regarding the sale of flour, but there was none on bran. A mill conceived the idea of supplying with every car of flour sold, a car of bran at \$18, when the market price was \$20. That was also brought to light eventually, and died.

That gave place to another. One of the mills originated the practice of buying back bags at fancy prices. For example, if a man had 420 bags for which he should have been allowed 5c each, he was allowed 10c—a concession intended to secure business that had been going to a competing mill.

It has been known for a mill to date back contracts and invoices to give a customer the benefit of the lowest price. When the other mills raised a kick, the mill referred to the date of dealer's invoice to show that the deal was a bona fide one. This, however, puts the other salesman in a bad box. It was usually a case of one salesman's wits against those of another. Where a salesman was unable to get business from a certain man, not being able to cut prices under the agreement between the mills, it was not uncommon for the mill to send out a "special" man, who made his own terms, the details of which the regular travellers knew nothing about.

(Continued on page 35.)

Figure on the Selling Price

Answer to Question on Whether Cost or Selling Price Should Be Made Basis For Figuring Profits—Insofar as a Retail Business is Concerned, Latter is Much Safer.

ONCE again there arises the question of which is correct—figuring profits on cost or selling price. The following letter is from a prominent firm in Western Ontario:

Editor, Canadian Grocer: Would you be kind enough to answer the following question?

When figuring a profit on goods in %, should one figure on the cost price or selling price of article.

Samples—A. Buys an article at 50c and sells for \$1.00.

Would the 50c represent 100%, making the profit 200% or

Would \$1.00 represent 100%, making the profit 50%?

We have had some discussion in the office as to the correctness of said question, and would like your opinion.

Thanking you in anticipation of your favor.

London, Ont.

B. A. P.

SELLING PRICE PREFERABLE

Canadian Grocer has always contended that either method is quite permissible, but that figuring on the selling price is the better one because it is more satisfactory in the end.

It is of course absolutely correct to figure profits on the cost price—that is, it is mathematically correct. The fact remains, however, that a retail dealer never knows absolutely his exact cost. All that he does know is his invoice cost plus the freight on a certain article; but he can never say definitely what proportion of his overhead expenses should be allowed for that particular article. In fact he never knows until the end of the year what it has cost him to do business during that year. If therefore, he should figure his

profits on his invoice cost, he would be quite wrong because his invoice costs are not the total costs.

Since also he never knows his overhead expenses until the end of the year, and sometimes not then, he cannot figure his profits on his total cost and be absolutely accurate. The only safe basis therefore, on which he can figure is his selling price because he always knows that.

Another reason why he should figure on the selling price is the fact that he bases his overhead expenses on that price. He would indeed be led astray should he figure his overhead expenses on his selling price and his profits on his invoice cost.

The fact too that a profit is not made until a sale is actually effected further advances the selling price as the proper basing factor for percentage of profit.

All allowances in percentage to special customers for any reason are based on the selling price.

Many who maintain that the cost price is the proper basis, cite a case such as the following: If the population of a town increases from 30,000 to 45,000 what is the percentage of gain. Answer 50%. This is of course correct and the words "gain" and "increase" are properly used in this connection but this has no relation to the question of percentage of profit as applied to commercial transactions involving money.

It should be remembered that the selling price in the retail business is much nearer the total cost than is the invoice cost. As the total cost is never a definitely known quantity until the end of a year, then it is better to use the nearest definite price to it.

The question is asked, if A. buys an article at 50c and sells it for \$1, what would be the margin of profit. Our answer is 50%—providing he is in the retail business and there are overhead expenses to pay.

SERVICE DEPARTMENT

Editor Canadian Grocer:—Can you give us the name of an importer of Italian garlic?

Montreal, Que.

H. G. & S.

Editorial Note.—Chas. Ciceri & Co., Montreal and Toronto, import this line.

LEGALITY OF BEAN CONTESTS

Editor Canadian Grocer:

Dear Sir, Enclosed please find cheque for \$2 to Canadian Grocer. In your next issue will you please answer the following and oblige: Is it against the law to have bean guessing contests for a prize?

W. K. L.

Editorial Note. Our understanding

of the law is that it all depends on how the contest is conducted. For instance, if customers have to make a purchase of goods in your store before they have the privilege of making a guess on the quantity of beans in a jar, then the contest becomes illegal. If on the other hand, anyone can register a guess no matter whether he buys or not, then it comes within the law. In other words, as long as the guessing contest is absolutely free with no strings whatever attached to it, it is all right.

CLEANING OLD CURRANTS

Editor Canadian Grocer:—I have a quantity of old currants which I would like to clean up and am not sure just how to go about it. I would be very much pleased if you could give me the necessary information.

W. H. L.

Editorial Note.—The following method

for cleaning old currants has been recommended to us: Put the currants in a pail or other vessel; pour cold water on them and wash them thoroughly. If they smell sour drop a little baking soda in the water. Pour off the water and shake them on a sieve with a mesh fine enough so that they will not go through. Spread them out on a sheet of clean paper, as flat as possible, to dry.

* * *

EVAPORATED RASPBERRIES

Editor Canadian Grocer: We would appreciate the favor if you will advise us where we can procure dried raspberries, either in packages or in bulk.

Winnipeg, Alta.

M. H. S.

Editorial Note.—Evaporated or dried raspberries can be bought from the Bowes Co., Front street E., Toronto. Both black and red. They are sold in 25-lb. boxes.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Martime Provinces

J. H. Beaudry & Co., grocers, St. Johns, Que., have registered.

Berringer Bros., grocers, Halifax, N. S., sustained a slight fire loss recently. James A. Burns, a Halifax, N.S. grocer, has the sympathy of the trade there in the death of his wife.

Joseph Laporte, of Laporte, Martin, Montreal, has gone for a month's shooting trip to the Adirondack Mountains.

J. L. Gagne, general merchant, St. George, Que., sustained a fire loss recently. Also C. Rahal & Co., of the same place.

Ralph D. Hoben, St. John, N.B., with A. F. Randolph & Sons, wholesale grocers, was married recently to Miss Mabel Richards.

W. H. Stevens, a director of the Imperial Milling Co., Vancouver, a firm that has been figuring much in the rice business of Eastern Canada of late, paid a visit to the trade of Montreal and Toronto this week.

S. Dufault, deputy minister of colonization, mines and fisheries of the Province of Quebec, was in Montreal this week in connection with the work of the department, and had an interview with J. A. Paulhus, of the D. Hatton Co.

The Retail Grocers' Association of Montreal, are taking up the matter of pedlars calling out their wares on the street. The city authorities at present have before them for consideration a proposed new by-law providing that street pedlars may call their wares on the highways and byways in a reasonably loud tone of voice. The retail grocers claim that this injures their trade and they have asked the administrators to abandon the projected ordinance and enforce the original by-law. The grocers drafted a resolution favoring the substitution of gifts other than intoxicating liquors as New Year presents for their employees.

At a meeting of the Montreal Publicity Association, the following officers were elected: Hon. president, Anson McKim; president, Frederick Abraham; first vice president, R. W. Asheroft, of the Consolidated Rubber Co.; second vice-president, E. M. Emery, of the Lake of the Woods Milling Company; secretary, G. Warren Brown; treasurer, R. S. Muller; directors, Messrs. Robert Fee, Gallagher, Healy, Emery, Abraham, Asheroft, Brown and Muller. R. W. Asheroft, who recently won the prize of \$500 cash of-

fered by the Rice Leaders of the World Association for business ideas, told the members how he did it. Mr. Asheroft stated that a similar organization was about to be started in Canada, to be comprised of about twenty-five of the leading Canadian manufacturers in different lines of business, the object being to foster the sale of "made-in-Canada" goods of merit.

Ontario

D. W. Dane succeeds E. J. Snider, a Toronto grocer.

F. C. Ivey is opening a grocery store in Cochrane, Ont.

J. Conway & Co., grocer, Toronto, has sold to A. W. Miller.

Walker Bros., Toronto grocers, have sold to C. G. Graham.

The Wilma Fish Co., Port Stanley, Ont., has obtained a charter.

W. J. McCart, general merchant, Emo, Ont., has sold to L. Goldman.

W. J. Gilroy, general merchant, Mount Forest, Ont., has sold to W. J. Stephen.

The estate of Wm. E. Ross, grocer, St. Thomas, Ont., has been sold to W. J. Stewart.

Sheds of the Harris Abattoirs, Terra Cotta avenue, Hamilton, Ont., together with sheds owned by the W. A. Freeman Company, were totally destroyed by fire recently, the loss being variously estimated at from \$8,000 to \$10,000.

John Scott, a grocer in Woodstock, Ont., for many years, passed away recently. He was born in Scotland about 69 years ago, and after coming to Canada when a young man removed to Woodstock, during which time he followed the trade of grocer.

Jas. M. Wilson, the People's Grocer, Elora, Ont., has secured the contract for supplying groceries during the year beginning Dec. 1, to the Wellington County House of Industry and Refuge. Mr. Wilson was also the successful tenderer a year ago.

A merchant in Ottawa, Ont., has been fined \$200 for sending a letter through the mails fictitiously signed with the name of a detective agency that did not exist, in an effort to frighten one of his debtors into paying an account of \$75. The offence was a contravention of the Private Detective Act.

Fred Newman, Picton, Ont., has purchased the Queen's Hotel corner there and will convert it into a wholesale

grocery warehouse. The building is a 3-storey one, of brick and stone, with 70 feet frontage. Mr. Newman opened in Picton as a wholesaler five years ago, and in 1912 moved to his present premises.

Despatches from Britain report the capture by the Germans of Lieut. J. Beverly Robinson, Toronto, of the Royal Flying Corps. It is interesting to note that Lieut. Robinson was formerly assistant editor on The Canadian Grocer.

Captain Wm. Lytle, of the T. A. Lytle Co., Toronto, has joined the 123rd Battalion (Grenadiers) for overseas duty.

Renfrew, Ont., has a new transient traders' by-law. By it the schedule of license to be paid ranges from \$25 to \$250, according to the amount of stock, likely returns, etc.—a point to be decided by the mayor and the chairman of the Finance Committee. Also, the fine for not paying this license ranges from \$5 to \$50. Some members wanted the license fee higher.

Western Canada

The Lundar Trading Co., Lundar, Man., is incorporated.

Ingles & Gall, general merchants, Canora, Sask., suffered loss by fire last week. Insured.

The Halling Co., grocers, Kamsack, Sask., have sold to W. B. Amos & Co., of Russell, Man.

Stock of Thompson, Lee, & Anderson, general merchants, Shaunavon, Sask., has been sold to H. Otterson.

J. M. Brayley, provincial organizer of the Retail Merchants' Association, Saskatchewan, addressed the merchants of Shellbrook recently.

S. Jackson, late manager of the Hudson's Bay Co.'s grocery department, Lethbridge, Alta., has joined the staff of George Kerr & Co.

The Canadian Credit Men's Association, Winnipeg, is arranging a series of lectures for the winter months. Among the speakers on the slate already are L. J. Mylius, of the National Drug Co., and G. W. Hodgins, manager of the Sterling Bank.

James H. Lawson, vice-president of R. P. Rithet & Co., wholesale grocers, Victoria, B.C., passed away recently. The deceased who was born in Dundee, Scotland, was one of the pioneers of Victoria. He was for a long time associated with the Hudson Bay Co.

Sugar and Spices Advance

All Lines of Spices Firm and Higher—Difficult to Get Boats from East—Sugars Take Another Jump—Tea Firm in All Grades—Christmas Buying of Dried Fruits Proceeds Apace—Peels Higher.

Office of Publication, Toronto, December 2nd, 1915.

THE situation in the egg market grows very interesting. For a long time we have had appreciating prices in both new-laid and storage eggs. It is quite natural in case of new-laid because there are few coming into the market; consequently prices are high. They went up another cent or couple of cents this week. In the case of storage, however, it is different. Latterly it has been felt that the levels have been somewhat artificial. The United States egg market this last couple of weeks has become considerably weaker, and nothing holds the firmness of the market in Canada except the big contracts which have been placed for export to Europe. Within the last few days in the whole of America, that is including Canada, contracts have been placed for no less than 2,000,000 eggs to be shipped before Jan. 1st to Europe. The aggregate amount of that order was something like \$546,000.

England apparently can get no fresh eggs until the Irish product begins, which will not be until February 1, and this heavy export is making market for storage eggs in Canada high. In the States, however, there has been a noticeable weakness, despite heavy export orders, which shows that supplies are fairly heavy. We really ought to see a decline in levels here, but it may be that we are exporting so many now to England that that condition alone will keep the egg market firm and strong. By the way, it is interesting to notice that this is almost the first year for many years when Canada has done any export trade to speak of in eggs. It is the revival of an old trade.

It might be expected that the influx to Eastern markets of British Columbia potatoes would ease off a little bit the strength of the potato market, but both Delawares and Ontarios are again higher this week. Sufficient quantities from British Columbia have not arrived yet. It will be remembered that CANADIAN GROCER some time ago prophesied a Christmas price for potatoes which has been almost reached this week. It looks as if we are going to see higher prices still, because the cardinal factor in the situation is that the poor weather this Summer—that is the changeable weather—inflicted a sort of rot which apparently has affected all crops, both Delawares and Ontarios.

This last week has seen the incoming of a number of Christmas lines. California figs are now in and these will take the place of Smyrnas. Dates are in and are fairly plentiful, so that there should not be any tightness in this line as Christmas approaches. Currants and raisins are still, however, firm and strong, and they may be higher still. We have persistently talked in these columns for the last two months of higher prices on ingredients for Christmas puddings and every week so far has borne out our contention. The time to buy currants and raisins is now. They cannot well go any lower and it is ten to one that they will go higher, currants in particular. Both seeded and seedless raisins from California show strength and crops are none too heavy for the present price to continue. With regard to nuts, both almonds and walnuts are in in fairly small quantities. The freshly-cracked walnuts are selling more than anything else because the new will not be in for some weeks yet. Freshly-cracked continue to come forward, but there are none too many and Christmas buying has already shown indications of being fairly heavy. The buying public is going to spend more for Christmas desserts this winter as well as for Christmas pudding.

All hog products are high. And this week has shown a rise in prices of bacon and backs and lard; they are all up at least a cent.

Sugar has taken another rise, this time to extent of 25c per hundred pounds.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Big demand for flour felt.
Unusual demand still for bran.
Rolled oats market easier.
Wheat seizure may have results.
Shorts inclined to be slow.

PRODUCE AND PROVISIONS

Few changes in quotations.
Cheese market unusually firm.
Good export demand for eggs.
Lower prices on poultry expected.
Much money in the country.
Steady market on live hogs.

FISH AND OYSTERS—

Mild weather affects business.
Eastern fresh fish scarce.
Demand for oysters good.
Big business expected for Advent.
Oyster prices remain normal.

FRUIT AND VEGETABLES—

Spices still scarce and high.
Good demand for navel oranges.
Red grapes 85; green, 87.
Potatoes take another jump.
Curly lettuce up—82 for 4 doz.
Green peppers now 75c basket.
Spinach doubles in price.

GENERAL GROCERIES—

Sugar advances 15-25c.
French specialties going up.
California raisins up 1/2c lb.
Chicory scarce and dear.
Lemon and orange peels up.
Reported embargo on walnuts.
Rice situation developing.
Canned tomatoes up another 2 1/2c.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Rolled oats strong.
Big export in flour.
Government's action uninfidential?
Feeds show changes.

PRODUCE AND PROVISIONS—

All pork products higher.
Increase in lard prices.
Butter unchanged.
Cheese up again.
Artificial strength of eggs.
Poultry coming in well.

FRUIT AND VEGETABLES—

Potatoes up again.
Florida fruits coming.
Mandarins and tangerines in.
Cauliflower selling well.
Navels at high prices.

FISH AND OYSTERS—

Bad weather hampers stocks.
Frozen fish selling now.
Large clams get good trade.
Oysters selling well.

GENERAL GROCERIES—

Tea firm in all grades.
Sugars up again.
Spices firm and higher.
Increase in freight rates.
Shelled almonds higher.
Brooms advance.

QUEBEC MARKETS

Montreal, Dec. 2.—The advance in sugar, 15c and 25c per bag, is the main thing this week. Two refiners went up 25c, while the Canada only advanced their price 15c. A further advance is expected in their case. It is attributed to the exceptionally firm raw market, sales of which are being made as high as 41 1/2c.

and deliveries are difficult to secure promptly at that price. New York refined also took a jump—to \$6.15. If the raw market continues firm, another advance is likely in Canada.

The weather here has remained remarkably mild right up to first of week, making it possible for wholesalers to make deliveries of perishable goods by freight. The majority of them, however, are not taking any chances on the sudden arrival of zero weather.

There have been further advances in the price of sundries, this time in the case of French specialties. The advances are not so pronounced as in the case of the English. The French seem to be faring better in managing to produce articles of food cheaper, as the women are doing most of the work, and are remarkably devoted and successful. Crops have been good in France, except in the case of grapes for wine, and there the fault is due to the weather. The following are some of the lines affected; anchovies, capers, pastes, mustard, olive oil, olives and pate de foie gras, which is much in demand at this period for sandwiches at evening parties.

Potatoes are getting scarce again, and prices are on up grade. Wholesalers are paying prices for Green Mountains which will compel them before long to quote \$1.60 per bag. Montreal potatoes are getting just as scarce. This is having an effect on the price of Canadian potato flour, the price of which has been raised 20c per doz. on 1-lb. pkgs. This advance is in proportion to high price of potatoes.

With approach of Christmas, and scarcity of such lines as Valencia raisins, currants and Sultanas, the brunt of the demand is being sustained by California fruits; in fact, it looks as if Canadian trade would be almost dependent on the California market this Christmas for dried fruits. The demand has been so heavy, both from this market and from Europe, it has been necessary to raise prices. Quotations in Montreal this week on seeded and seedless raisins are up half a cent.

Early this week it was impossible to predict what effect the commandeering of wheat by the Government would have on the flour market. It will take several days for situation to develop. If farmers begin to hold their supplies at high prices, it is likely to seriously affect the market. In the meantime, the mills appear to have all the business they want. The demand for feeds also continues unusually good.

SUGAR.—Feature of the whole grocery market was a rather sudden advance in the price of sugar, which occurred on Monday evening. The Atlantic and the St. Lawrence refineries raised their price 25c per bag, while Redpaths made an advance of 15c. It was predicted

ed that the latter's prices would be on a level with the others in a day or two. It will be remembered that this occurred on the last occasion on the day following. A week ago the raw market had shown signs of weakness, and quotations had dropped as low as 3¾c. During the past week it has recuperated, and sales were being made freely in the early part of this week at 4½c, and even at that figure it was almost impossible to secure prompt delivery. It looks, then, as if the sugar market is a firm one, despite the coming big crop of Cuban raws. On the strength of it, New York advanced on refined to \$6.15, which brings the difference between Montreal and New York Prices back to 35c, which is low considering that it was over \$1.50 a year ago, and is usually established around \$1.10. It would not be at all surprising under these circumstances, to see further advance in Montreal refined if raw market continues in its present condition. What effect this will have on demand is problematical, as there was so much sugar bought at the previous advance, that another advance coming so close will not likely result in same amount of business. But demand is brisk, due to fact that the holiday season is approaching when considerable sugar is required for pastries, candies, and all sorts of things.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 55-6 65
20 lb. bags	6 65-6 75
2 and 5-lb. cartons	6 85-6 95
Yellow Sugars—	
No. 3	6 40-6 50
No. 1	7 15-7 25
Extra Ground Sugars—	
Barrels	6 99-7 00
50 lb. boxes	7 10-7 20
25 lb. boxes	7 30-7 40
Powdered Sugars—	
Barrels	6 70-6 80
50 lb. boxes	6 99-7 00
25 lb. boxes	7 19-7 20
Paris Lump—	
100 lb. boxes	7 15-7 25
50 lb. boxes	7 25-7 35
25 lb. boxes	7 45-7 55
Crystal Diamonds—	
Barrels	7 15-7 25
100 lb. boxes	7 25-7 35
50 lb. boxes	7 35-7 45
25 lb. boxes	7 55-7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

TEAS.—Dealers are beginning to wonder what the Hon. Mr. White will do with tea when he hands down his next budget. There are some who feel that he will do the same as Lloyd George, and tax it heavily. On these grounds it is expected that next month will see heavy buying of tea. While letters from Ceylon and India still speak of a firm market on the better grades of tea, there is still a lot said in the tea trade here about cheaper tea. It is, however, admitted that much of the cheap stuff talked about lately is rather poor stuff.

DRIED FRUITS.—The retail trade are buying dried fruits freely, and seem to be laying in substantial stocks, certainly larger than they did a year ago. With currants, Valencia raisins and Sultanas off or extremely difficult to procure, attention is directed to Californian fruits, on which the trade is becoming

more and more dependent. An advance took place on spot stocks of California raisins this week, these being used now as substitutes for a number of above lines. Only a few shipments of new currants have arrived, and dealers are not inclined to quote. Those currants which were ordered back to Greece and were later re-shipped, do not appear to have arrived. The crop of Valencias was small this year, and as has been stated a number of times, they were held at such high prices they were almost prohibitive. Thus the brunt of the demand falls upon California fruits, and the following quotations are current this week:

Fancy seeded, 12 oz.	0 09
Choice seeded, 16 oz.	0 10
Choice seeded, 12 oz.	0 08½
Seedless, 16 oz.	0 12½
Seedless, 12 oz.	0 10

Candied peels are also becoming scarce, especially lemon and orange, which are in heavy demand at this time. Quotations are up two cents, and the retailer will now pay 18-19c for lemon, and 19-20c for orange. Grocers are reported to be buying drained peels where they cannot get candied peels. Currant quotations are unchanged here, but they are reported higher abroad.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes.....	0 09½
Apples, choice winter, 50-lb. boxes.....	0 09
Apricots	0 14
Nectarines, choice	0 11½
Peaches, choice	0 09
Pears, choice	0 13½

DRIED FRUITS.	
Candied Peels—	
Citron	0 22 0 22½
Lemon	0 18 0 19
Orange	0 19 0 20
Currants—	
Filiatras, fine, loose, new	0 10½
Filiatras, packages, new	0 11½
Dates—	
Dromedary, package stock, old, pkg..	0 09
Faris, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 09
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10 0 11
Prunes—	
30 to 40, in 25-lb. boxes faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscatsels, loose, 3-crown, lb.	0 09
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 11
Choice seeded, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—New shelled almonds are on market, and are bringing a figure four or five cents higher than price of old. A cable was received by local importer this week to effect that French Government had placed an embargo on walnuts. A cable was immediately sent back for confirmation. If this is so, it will likely have an effect on price of goods here and on the water. A local man states that he has only 350 cases on the water, which would not last him more than two weeks. Such an embargo would not cut off the supply for Christmas, however, which is already beginning to arrive. A large

shipment is expected on the Corsican, which reaches St. John next Monday. There has been no change in prices quoted to retailers during past week.

Almonds, Tana, new	0 17½	0 18½
Greenables	0 15	0 16
Walnuts	0 13½	0 14½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 28 lb. boxes, per lb.	0 44	0 45
Sicily filberts	0 13½	0 15
Filberts, shelled		0 24
Pecans, large	0 20	0 21
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 08¾	0 12

RICE.—A new situation is developing here, owing to keen competition between the milling companies. It is understood that one company, which has been securing much business in this market at low prices, is about to make big advances. This was expected, as it was difficult to understand how business could be continued at such low figures. A representative of the Imperial Milling Co. of Vancouver was in the city this week discussing the situation with the trade.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 91
"C.C."	3 65
India bright	4 00
Lustre	4 10
Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 00
Ice drips	5 20
Snow	5 20
Polished	4 10
Pearl	4 40
Mandarin, Patna	4 00
Java Onyx	7 50

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna.	Per lb.
Bags, 224 lbs.	0 05½
Half bags, 112 lbs.	0 05½
Quarter bags, 56 lbs.	0 05½
Velvet head Carolina	0 09
Sago, brown	0 06½
Tapioca—	
Pearl, lb.	0 07
Seed, lb.	0 07

SYRUPS AND MOLASSES.—Orders are now being taken for new molasses. January shipment, at a figure which will bring price of molasses to the retail trade in February to 50c to 55c. For February shipment, i.e., to arrive in March, prices are about seven cents per gal. less. This will be the big decline, but it is not likely to occur until March. There will probably be bigger declines later on. December shipments now seem to be questionable, and it is thought only a few parcels at the most will leave Barbadoes on last December boat. Poor spot fancy molasses is practically off market, and supplies of choice are getting lower.

	Price for
Barbadoes Molasses—	Fancy, Chicle, Island of Montreal.
Punchons	0 28
Barbadoes	0 41
Half hampers	0 43

Cane Syrups—	
Barrels, 100 lbs., 100 lbs., 100 lbs.	0 04½
Barrels, 80 lbs., 100 lbs., 100 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	0 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 19 lb. tins, 1 doz. in case	2 99
Cases, 20 lb. tins, 1 doz. in case	2 85
Cane Syrups—	
Barrels, 100 lbs., 100 lbs., 100 lbs.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00

COFFEE.—Chicory is quoted at 14c; it is scarce and dear in primary market. Good Santos are difficult to buy under 20c. Wholesalers have experienced a

remarkable improvement in demand during November, that month having been as good as any they ever had. November is always a good month, especially for Western trade, owing to desire to rush goods through by lake and rail before close of navigation. Good business is also attributed to a great extent to the big crop in the West.

Coffee—	
Plantation Ceylon	0 32
Java	0 32
Arabian Mocha	0 34
Guatemala	0 25
Mexico	0 25
Maricao	0 22
Jamaica	0 22
Santos	0 19
Rio	0 16
Chicory	0 14

SPICES.—Most of these lines remain pretty stiff, nearly everything tending upward if there is any change at all.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins.
Allspice	—0 16	—0 13	—0 23
Cassia	—0 22	—0 89	—0 20
Cayenne pepper	—0 28	—0 35	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar, etc.	—0 22	—	—0 29
Ginger, Ceylon	—0 22	—1 05	—0 31
Ginger, Jamaica	—0 80	—	—1 00
Mace	—0 40	—2 40	—0 75
Nutmegs	—0 22	—0 93	—0 29
Pepper, black	—0 30	—1 15	—0 37
Pepper, white	—0 22	—0 95	—0 29
Pastey spice	—0 14	—0 16	—
Pickling spice	—0 21	—0 23	—
Turmeric	—0 21	—0 23	—

Lower prices for pails, boxes or balters when delivery can be secured.

	per lb., bulk	2 60	2 50
Cardamom seed			
Caraway			
Canadian	0 13		
Dutch	0 21		
Chinaman, China, lb.	0 14½		
Mustard seed, bulk	0 19		
Celery seed, bulk	0 36		
Cayenne chilies	0 35		
Shredded coconut, in pails	0 18½		
Pimento, whole	12 15		

DRIED VEGETABLES.—The farmers have loosened up a little more during past week, and the offerings of beans have been coming in from many more sources. The trade seem to think that quality is not going to improve any as the season advances. Prices to the retail trade vary between \$4 and \$4.35, which does not look like an easy market. There is a danger, if the price of beans does not come down, of large employers of labor switching over to some other food. A large lumberman, who was in the city this week, said: "If I can't get beans at the right price, I'm going to use something else. I'll feed my men on puddings, pastry, etc., which are cheaper than pork and beans. You can't feed men on beans to-day at these prices. The men want a change anyway, and are glad to get a rice pudding occasionally. They are getting a little tired of beans." There is still the same trouble as regards peas—can't get good boilers under \$3.10 and \$3.25. There were offerings of new splits this week, to retail at \$5.75.

Beans—	
Canadian, 3-lb. pickers, per bushel	4 25
Yellow eyes, per bushel	4 20
Lima, per lb.	0 08
Peas, white soup, per bushel	3 00
Peas, split, bag, 98 lbs.	5 50
Barley, pot, per bag	3 00
Barley, pearl, lb.	0 04½

CANNED GOODS.—The market for most lines is active, and there is good demand, especially for tomatoes, price on which has been raised again this week by a number of wholesalers. They are

offered now at 1.07½, and one house announces that the price next Monday will be up to 1.10. Prices being quoted for corn and beans is 95c.

A firm of B.C. packers have advised their agents here that Sockeyes, Springs and Red Cohoes are very scarce, and orders are being accepted only subject to confirmation.

Canned Vegetables—	
Beans, string, doz.	0 95
Corn, 2½ doz.	0 95
Peas, standard, doz.	0 95
Peas, Early June, doz.	0 97½
Tomatoes, 3½ doz.	1 07½
Pork and beans, 3½, 1½, 1½	1 45
Pork and beans, 1½, doz.	0 65
Pork and beans, family size	1 05
Canned Fruits—	
Apples, gallon, doz.	3 25
Canned Fish—	
Sardines, Canadian, case	3 25

ONTARIO MARKETS

Toronto, Dec. 2.—Brooms, a line which retailers find it useful to carry, have advanced anywhere from 25 to 50 per cent. The reason for this it is said, is that fifty per cent. of the broom corn crop has been damaged. Too much rain turned the crop off-color, and the rain has stunted growth. Hence the rise in prices. Most of the corn for brooms comes from the States.

So far there has not been much export of poultry to Great Britain, though there is apparently a real opening for it there at the present time. A report from a Government official in London says that turkeys are wanted from Canada in England this Christmas, and that at present chickens are fetching one and a penny or twenty-six cents, a pound. It is suggested that Canadian dealers might get in on some extra export trade here, and, if names are lacking, the Department of Trade and Commerce at Ottawa will supply them.

The big event of the week was the advance in sugar, which in most cases, amounted to 25 cents. In one case it was only—at time of writing—fifteen cents. These advances are simply the result of the basic condition of a shortage of raws. They leave the market still firm and strong, because till January the Cuban crop will not be here to ease the situation, and as long as raws are short, whether refiners have had their requirements or not, there must be a firm undertone. Some prophets insisted a couple of weeks ago that refiners had now got their fill—that was on the occasion of the last advance—and that the market would likely drop. We took issue on that point and said we would not be surprised to see further advances, as long as raws were short. These further advances have materialized this week. While it is now less likely that we shall see further increases, still raws are still short; that's the governing condition.

Pork products show a firmness and strength this week which should be noted. All prices on backs, bacons and lard are higher and remain firm at that. The hog market has been very strong for

some time now and has gradually been on the up grade.

Business looks as though it is certainly going to be good for Christmas. It is better than was expected by a great number of people a year ago, who said we would never survive the ill-effects of the break-up which war would create. But business is good. One wholesaler tells us his collections are "better than ever before," and are improving, "even in the city." for all these signs—we are truly thankful.

SUGAR.—There is an advance in prices this week. In most cases it has been 25c, but one refiner has only increased his quotations 15c. We quote, however, on revised levels, taking the 25c advance as the more general. This now makes sugar on the basis of \$6.71. The reason for the appreciation seems to have been merely the shortage in raws. Two weeks ago, and again last week, we suggested that the trade should regard this as the outstanding factor in the situation and prepare, although the trade had filled up a good deal for the possibility of a further advance. Our prediction has been borne out. Although there was an easier tone last week, the fundamental condition of a shortage in raws remained. Refiners do not appear to have had enough, and it is said that raws were heavily held by speculators, who, seeing their chance, held on till higher levels obtained. The market is firm and strong.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 10-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 26
100 lb. boxes	7 36
50 lb. boxes	7 56
Cartons (53 to case)	8 41
Cartons (33 to case)	8 91
Crystal Dominoes, cartons	8 36
Paris Lump—	
100 lb. boxes	7 36
50 lb. boxes	7 56
25 lb. boxes	7 56
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The Ceylon auction in London yesterday showed a firmness to medium and fine teas. Commons were a trifle firmer. With regard to the latter, we view this as a temporary condition only, a fluctuation in market price. Common teas, judged by all signs, should be lower than present quotations, because (1) big quantities are getting to auction and the quality is by no means good. These two factors more than balance the increased demand for cheaper teas. Russian buying of lower grades is said to have let up to a certain extent, too. Fine and medium grades, however, are firm. Demand is good. With regard to Indians, it seems that the Calcutta market is above the parity of teas afloat.

There is considerable difference in quotations. Locally no new condition presents itself. Buying is ordinary and steady.

SYRUP AND MOLASSES.—The increased freight rates went into effect Wednesday, and this is expected to affect prices on molasses. Demand in this market is, of course, limited; but if there is any appreciation in levels we shall feel it here. Other syrups are getting good, steady trade; there is little feature.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 3¾ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

Cane Syrups—	
Barrels, lb., 4½c; ½ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00

Molasses—	
Fancy, gallon	0 60 0 65

DRIED FRUITS.—Following the example of citron peel, the other two—orange and lemon—are each up 1c on a firm demand and short spot stocks. We quote both at 16c to 17c now. The first notable arrival of currants is here now. It is not heavy, of course, and does not affect the whole situation much. There is bigger demand than any one arrival can take care of. Incidentally, the quality of currants in this shipment is said to be better than that of last year. Peaches are up a cent. They are higher at the Coast. On the whole, they have been low so far, so that an advance was not unexpected entirely. There is a good, steady demand. Prunes are strong, and there is a firm demand for smaller sizes. Raisins are all selling well, and the market is firm. Dates are plentiful, and demand is even. Prices are moderate, and the tone of the market is not outstandingly strong. Other lines show no change. Christmas buying proceeds apace.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	5 16	0 17
Orange	0 16	0 17
Citron	0 22	0 25
Currents—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Analas, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
50-60s, 25-lb. boxes	0 12	0 12½
60-70s, 25-lb. boxes	0 10	0 11
66-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
25 lb. boxes, ¼ cent more.		
Peaches—		
Choice, 50 lb. boxes	0 06½	0 07½
25 lb. boxes, ¼ cent more.		
Raisins—		
Valencia	0 15	0 16
Seedless, fancy, 1 lb. packets	0 10½	0 10½
Seedless, choice, 1 lb. packets	0 09½	0 10½
Seedless, choice, 12 oz. packets	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Shelled almonds are feeling the effect of Christmas demand, and are up to 44c, which is an advance of 2c. There are none too many on spot, and the trade is buying heavily. Shelled walnuts, too, are being bought up. Price

is rather lower than this time last year. In in-shell stuff, filberts show unwonted firmness, and we have advanced our prices a cent, making 15c top price. A lot are going at 14c, but some others are higher.

In Shell—	Per lb.
Almonds, Tarragona	0 17½ 0 18
Brazils, medium, new	0 15 0 16
Brazils, large, washed, new	0 17 0 18
Chestnuts, peck	1 75 2 00
Filberts, Sicily, new	14 0 15
Peanuts, Jumbos, roasted	5 12½ 0 13½
Peanuts, hand-picked, roasted	0 11 0 11½
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	1 15 0 16
Walnuts, Bordeaux	0 11 0 12
Walnuts, Marbots	0 13 0 14
Shelled—	
Almonds	0 42 0 44
Filberts	0 35 0 35
Peanuts	0 11 0 11½
Pecans	0 55 0 60
Walnuts	0 36 0 38

SPICES.—Almost every line is active owing to short supplies, which state of affairs is itself due to a lack of steamers from the East. Many steamers formerly in Eastern waters find they can make more money in the Atlantic trade. Hence importers can't get supplies. Black pepper is higher and very firm. We quote 22c to 26c. Jamaica ginger is also up to 25-26c. Cloves advanced six shillings in the primary market recently, while a similar advance per 100 pounds has been registered in cream of tartar. The whole list, indeed, is firm, and buying here is very active.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	— 10	— 16
Allspices, whole	—	— 15
Cassia, whole	—	0 21—0 22
Cassia, ground	0 14—0 16	0 22—0 30
Cinnamon, Batavia	—	0 27—0 35
Cloves, whole	—	0 39—0 38
Cloves, ground	0 18—0 22	0 30—0 37
Cream of tartar	0 48—0 50	0 48—0 52
Curry powder	—	0 3—0 4
Ginger, Cochin	0 15—0 17	0 18—0 22
Ginger, Jamaica, ground	0 18—0 21	0 25—0 32
Ginger, Jamaica, whole	—	0 28—0 32
Ginger, African, ground	—	0 14—0 18
Mace	—	0 90—1 00
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	—	— 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	—	— 50
Pastry spice	—	0 22—0 25
Peppers, black, ground	0 14—0 18	0 22—0 26
Peppers, black, whole	—	0 21—0 25
Peppers, white, ground	0 19—0 24	0 34—0 36
Peppers, white, whole	—	0 34—0 36
Pickling spice	—	0 16—0 20
Tumeric	—	0 18—0 20

BEANS.—There is no actual advance in beans this week, although the price is firm, and so far no more supplies are apparent to offset the tightness. Blue peas are up to \$3.25. They are very hard to get, and the quality is poor.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 25

RICE.—The customary steady business has again set in. The market tone is easier after its firmness last week, and business is normal.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 07	0 05½

TORONTO

CANNED GOODS.—Further advances in the price of vegetables, particularly tomatoes, are talked of. Whether they will materialize remains to be seen. The demand has eased off some, but toma-

toes have been fairly cheap for a long time, and a big lot is being exported right along.

Regarding vegetables, it is interesting to notice that all United States prices are well up to our own.

Pears are said to be in good demand also.

Sockeye salmon is a trifle easier at present, but no change in quotations.

Salmon, Sockeye—	
1 lb. tails, cases, 4 doz., per doz.	2 52½
1 lb. tails, cases 4 doz., per doz.	2 72½
½ lb. tails, cases 8 doz., per doz.	1 67½
Five cases or more, 2½ doz. less than above.	0 90
Chum, 1 lb. tails	1 20
Pinks, 1 lb. tails	1 20
Colours, 1 lb. tails	1 45
Red spangles, 1 lb. tails	2 00
Humpback, ½ lb. tails	0 50

MANITOBA MARKETS

Winnipeg, Dec. 2.—Extraordinary activity is everywhere reported in the wholesale trade. Shipping departments are quite frequently at work all night, and the rush of orders to be filled shows good increase. There has been little complaint as to transportation facilities, except the usual one at this time at the delay at country points in unloading cars. It may seem a small matter to allow a car to stand for some hours before unloading, but with the pressing demand for cars for moving the crop all such delays are injurious to the best interests of the country.

On December 6 the Board of Railroad Commissioners meets here to hear the complaint of Western shippers of perishable freight with respect to the recent ruling (since suspended) by the board, limiting the liability of railroad companies to half the freight charges in case of injury by frost, etc., by their own negligence.

The shippers' section of the Winnipeg Board of Trade has taken the matter up, as have many firms and individuals. A large number of country dealers is expected here to give evidence before the Railway Board.

SUGAR.—A general advance occurred in sugar on Tuesday.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 15
Extra ground or icing, boxes	8 00
Extra ground or icing, bbls.	7 80
Powdered, boxes	8 30
Powdered, bbls.	7 30
Hard lump (100 lb. cases)	7 50
Menthol, yellow, bags	6 75
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 50
Halves, 50 lbs., per cwt.	7 85
Bales, 20 lbs., per cwt.	8 00
Powdered, 50s	7 55
Powdered, 25s	7 90
Icing, barrels	7 85
Icing, 50s	8 10
Cut loaf, barrels	7 95
Cut loaf, 35s	8 80
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 10
Bar sugar, bbls.	7 25
Bar sugar, boxes	7 50
Icing sugar, bbls.	7 45
Icing sugar, boxes	7 10
H. P. lumps, 100-lb. cases	7 55
H. P. lumps, 25-lb. boxes	8 20
Yellow, in bags	6 70

DRIED FRUITS.

Apples, evaporated, new, 50's	0 09½
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12½
Currents—	
Dry clean	0 08½
Washed	0 11

1 lb. package	0 10½
2 lb. package	0 21
Vostizias, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 08
Hallowee, 1-lb. pkgs.	0 07½
Hard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06½
Choice, 25-lb. boxes	0 09½
Choice, 10-lb. boxes	0 05½
Raisins, Muscatels—	
3 crown, loose, 25's	0 08½
3 crown, loose, 50's	0 09
Raisins, Sultanias—	
Californias, 50's	0 12½
Prunes—	
90 to 100, 25s	0 07½
80 to 90, 25s	0 08½
70 to 80, 25s	0 09
60 to 70, 25s	0 09½
50 to 60, 25s	0 10½
40 to 50, 25s	0 11½

Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 13½
5-crown, 10-lb. boxes, per lb.	0 15
4-crown, 10-lb. boxes, per lb.	0 12½
3-crown, 10-lb. boxes, per lb.	0 10
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07½
Cooking figs, choice naturals, 28-lb. bags	0 07 0 07½

DRIED VEGETABLES.—California hand-picked beans are up 10c per bushel. These are about the only beans on the market, and are meeting with popular favor, notwithstanding their cost. The poor quality of Ontario beans will practically put them out of the market here. Pot barley is up 15c per sack. Other lines steady.

Beans—	
California, hand-picked, per bushel	4 40
California Lima Beans—	
Bag lots	0 07½
Less than bag lots	0 06½
Barley—	
Pot, per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	4 00
Sacks, 40's	3 02
Whole peas, bushel	2 80

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Dec. 2.—Business is brisk. All grades of flour are up 20c per barrel. Sugar is also up, granulated being \$7.45, yellow \$6.80. Eggs are unchanged. Butter, New Zealand, is at 40c. Lemons, per box, are at \$4 to \$4.50, and navel oranges \$4.50 to \$4.75. California dried fruits are strong, and deliveries slow.

Produce and Provisions—	
Butter, creamery, per lb.	0 32 0 36
Butter, New Zealand, lb.	0 40
Cheese, per lb., large, 194c; twins	0 19½
Cheese, Stilton, lb.	0 21½
Eggs, local fresh	0 50 0 60
Eggs, Vancouver Island	0 58 0 60
Lard, 3's, per case	8 85
Lard, 5's, per case	8 75
Lard, 10's, case	8 70
Lard, 20's, each	11 30
General—	
Almonds, shelled, lb.	0 42½
Beans, Lyton, per lb.	0 06½
Cream of tartar, lb.	0 55
Beans, Lyton	0 06½
Figs, 12-10 oz. pkgs., per box	0 30
Figs, 50-60 oz. pkgs., per pkg.	0 18½
Cocoanut, lb.	3 00
Commeat, bail	6 50
Flour, best patents, per bbl.	4 50
Honey, Idaho, 24 lbs.	4 50
Lemons, box	4 00
Potatoes, per ton	12 00 17 00
Roiled oats, bail of 80 lbs.	2 80
Onions, lb.	0 01½
Oranges, new navel, box	4 75
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50
Canned Goods—	
Apples, gals., 6 case	1 62
Beans, 2's	2 10
Com, standard, per 2 doz. case	2 15
Pec, standard, per 2 doz. case	2 10
Plums, Lombard, 2's case	1 90
Peaches, 2½'s, case	4 00

Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per doz. case	2 30
Salmon—	
Sockeye, 1's, 4 doz. case	9 00
Sockeye, 2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00
Dried Fruits—	
Apples, lb.	0 11
Apricots, per lb., 10c; Apples, lb.	0 10
Plums, 1's, 25's, lb.	0 07½
Currents, per lb.	0 14
Raisins, seeded, lb.	0 09
Peaches, per lb.	0 06½
White figs, per lb.	0 06½

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Dec. 2.—Business is extra good, with collections fine. Market is not changed much, with Christmas orders coming in. Raisins have arrived. White beans are still advancing. Sugar advanced 15c on Tuesday. Lake of the Woods Milling Company's local office announce 10c increase in 98-lb. sack of flour.

A New York sugar refiner says the following about sugar market: "The development of strong statistical position, which we have all along stated would exist this fall, has been about as anticipated, with result that market has been gaining strength. On the one hand, the remaining supplies of sugar are in strong hands, and the number of boats available for shipping are limited. On the other hand, refiners, jobbers and retailers allowed their stocks in September and October to be reduced abnormally for that season of year, and result has been that they did not have sufficient stocks to cover their wants. Being compelled to buy, they found the raw position in such shape that they have not yet been able to secure enough sugar at any one price to comfortably cover requirements. Naturally steadily advancing values have been the result."

Packers have advanced prices on corn, peas and tomatoes 5c per dozen. American packers in many instances are getting higher prices for tomatoes than Canadian. Europe is buying large quantities.

New currants arrived on this market during past week, and demand is good, with prices firmly maintained. Demand for syrup is improving since decline in prices. Corn market is firm, with good demand. There has been an advance in the price of matches of about 10 per cent.

General—	
Beans, Ashcroft, lb.	0 06½
Beans, white navy, per bush.	4 20
Bran, ton	18 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 35 0 45
Roiled oats, 20's, 80c; 40's	1 60
Roiled oats, bail, \$2.30; 50's	1 75
Flour, fancy patents, 98-lb. sack	3 05
Flour, seconds	2 80
Rice, Siam, per cwt.	3 30
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 45
Sugar, yellow, per cwt.	7 35
Walnuts, shelled, lb.	0 38
Produce and Provisions—	
Cheese, lb.	0 13½
Bacon, lb., 20c; bellies, lb.	0 20½
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 2c; No. 2	0 22
Eggs, extra, per doz.	0 40
Eggs, No. 1	0 32
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 23

Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 2 dozen	2 20
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 doz.	2 85
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Evaporated apples, 50's	0 10½
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Dec. 2.—Sugar advanced 15c on Tuesday, and flour is up 10c. Storage eggs are higher at \$10. Evaporated apples are up to 11½c. New navel oranges are \$4 to \$4.75. California tomatoes are \$2 a crate. B. C. onions are offering at \$32 per ton. Celery is at 6c. New candied peel arrived Tuesday, and stock is almost cleaned up already. No currants are here, but they are expected next week. Many Christmas lines are likely to be late in arriving.

General—	
Beans, small white Japan, lb.	0 07
Flour, No. 1 patent, 98's	3 00
Molasses, extra fancy, gal.	0 67
Roller oats, bbl.	2 70
Roller oats, 80s	2 30
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 75
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	0 19½
Butter, creamery, lb.	0 34
Butter, No. 1, dairy, lb.	0 30
Eggs, select storage, case	10 60
Lard, pure, 3s, per case	9 60
Lard, pure, 5s, per case	9 55
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22½
Canned Goods—	
Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gals., case	2 10
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50
Lobster, ½s, per doz.	2 65
Dried Fruits—	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 11½
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Grapefruit, Cal.	5 00
Grapefruit, Florida, case	6 75
Oranges, navel, case	4 00
Onions, B.C., ton	32 00
Lemons, case	5 00
Peaches, crate	0 90
Tomatoes, Cal., crate	2 00

SASKATCHEWAN MARKETS.

Regina, Sask., Dec. 3.—Christmas trade here is making itself felt. All wholesalers and retailers report business brisk. Markets show little change except in dairy products. Cheese is higher at 19¼c and 19¾c for twins. Fresh eggs are becoming still scarcer, and have advanced 5c a dozen. Guaranteed fresh are 45c per dozen. Evaporated apples are: 50's, \$10.25; 25's, \$10.50, and 3's, .36. The sugar market remains firm.

Produce and Provisions—	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb.	0 19½
Eggs, new laid	0 45
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	9 45
Lard, 5's, per case	9 30

Lard, 10's, per case	8 30
Lard, 20's, per case	12 10
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 50
Cocanut, lb.	4 19
Corumel, bbl.	2 95
Apricots, per lb.	0 12
Flour, 98's	3 00
Roller oats, 80's	2 20
Rice, per cwt.	1 50
Onions, 100 lbs.	1 39
Sugar, standard, gran., per cwt.	7 39
Sugar, yellow, per cwt.	6 99
Walnuts, shelled, 41c; almonds	0 41
Canned Goods—	
Apples, gals., case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 00
Salmon—	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, ½'s	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 12
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencia	5 75
Potatoes, bushel	0 60
Dried Fruits—	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 12
Evap. apples, 50's, lb., 10¼c; 25's, 10¼c; 35's, lb.	0 12

NEW BRUNSWICK MARKETS

By Wire.

St. John, Dec. 3.—Sugar has advanced 25c per cwt. This came somewhat as a surprise to most dealers, and it is hard to say how permanent it will be. There are few other changes of interest. The wheat situation, with Government commanding supplies, pleased many, because they expect less speculation. They do not look for much difference in flour prices. Compound lard is higher at 13c to 13¼c. There is a firmer tone to many lines of canned goods, especially beans, following sharp advances, due to scarcity of raw material. Opening of the winter port seasons, together with the quartering of many soldiers, has brightened local trade. Business reported satisfactory, and collections a little above the average. River traffic is nearly ended. It is believed farmers are holding back many potatoes, as market here is none too plentifully stocked, and strong prices are ruling.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 90
Pork, American clear, per bbl.	26 00
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 30
Eggs, new laid	0 40
Eggs, case, per doz.	0 32
Lard, compound, per lb.	0 13
Lard, pure, per lb.	0 15
Cheese, new	0 18
Flour and Cereals—	
Corumel, gran.	5 75
Corumel, ordinary	1 75
Flour, Manitoba, per bbl.	6 85
Flour, Ontario	6 35
Flour, buckwheat, western, 98-lb. bag	3 50
Roller oats, per bbl.	6 00
Fresh Fruits and Vegetables—	
Apples, bbl.	3 50
Lemons, Messina, box	4 50
Oranges, Val., case	4 00
Potatoes, bbls.	2 25
Sugar—	
Standard granulated	6 70
Unifit Empire	6 60
Bright yellow	6 50
No. 1 yellow	6 30
Paris lumps	7 75
Lemons, Messina, box	4 50
Beans, hand-picked, bush.	4 10
Beans, yellow eyes, per bush.	4 10
Canned pork and beans, per case	3 00
Molasses, Barbadoes, gal.	0 53
Cream of tartar, per lb., bulk	0 50
Curants	0 11
Rice, per cwt.	4 45

COMPETITION IN SELLING FLOUR

(Continued from page 27.)

A more recent practice of mills has been, when the market weakened, to cut prices—to sell at full prices, and allow a rebate. The mills, however, watch each other closely for anything like this, and there is usually something doing when they are caught at it.

One of the worst practices in the flour business and one that works a hardship on the small middleman, is the making of "guaranteed prices." For instance, a mill—this does not mean every mill—sells a dealer ten cars at a guaranteed price. If the market goes down, the dealer gets the benefit of the lower price; if it goes up, he gets the benefit just the same. That's no sale at all, and it prevents the mill from making any profit.

As far as the big mills are concerned, this "filling" method is about the worst they have to contend with, and I think the practice of making smaller advances and reductions in the price of flour will have the effect of doing away with this difficulty, if they can only agree to it. I know that certain mills were opposed to that 10c advance, and wanted the price jumped at least 25c at one time. Since then an advance of 15c has been made.

MANY CHRISTMAS LINES SHORT

(Continued from Page 23.)

just about the same this year as they were last; in fact if anything they are lower. We quote 26 to 38c. Last year the price was anywhere from 45 to 50c. There is a big demand for walnuts right along and a good many orders this year have shown increase in extent while the trade seems to be coming oftener. Prices on freshly cracked walnuts are not likely to increase, so far as we can tell at this writing.

SCARCITY OF ALMONDS.—With regard to shelled almonds, they are scarce and the primary market is away up. There was a boat in Monday last, and more are due to arrive. Shelled almonds are by no means cheap, and the shipment has been delayed so that what supplies we have are less than what had been expected. The trade will do well to buy at once as almonds are a line where they really cannot afford to wait. No one knows what the market will do. The acute scarcity will naturally infer higher prices, and the market is a firm one.

CALIFORNIA FIGS.—These are here. They are taking the place of Smyrnas. There are some shipments still to come and the price will be governed by the quantity brought in. This is a good line and the public last year were buying more figs than at previous Christmas times. The retailer will do well to get in a judicious stock.



FRUIT AND VEGETABLES



Good Demand for Navel Oranges

These Get Best Call of Any—Potatoes Go Higher Again—Celery Advanced; Local Stuff Small in Size—Mandarins and Tangerines in From Florida.

MONTREAL

FRUIT.—Spys are still scarce, and there are only a few houses handling them. The price asked for No. 1's ranges around \$6.50, and as high as \$7 is asked. Winter apples are bringing \$4.50, and for Fameuse and McIntosh Reds grocers are paying \$6. Lemons remain in about the same situation, while navel oranges are quoted at \$6, late Valencias at \$5.50, and Jamaicas at \$3.50. At these prices the demand is slow, the best demand being for navels. There are no more grapes in baskets, but in kegs; red ones, \$5; green ones, \$7. Tokays are still bringing \$2.75 per box. There is nothing new in the fruit line, the main demand being for apples.

Apples—	
Fameuse, No. 1's	6 00
Wealthy, No. 1's	4 50
Calvert	3 50
McIntosh Reds	5 50
Starks	4 00
Spys	6 50
Ben Davis	3 75
Russets	4 50
Greenings	6 20
Baldwins	6 00
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	9 00
Grapefruit, 46-54-64-80-96	3 50
Grapes, Tokay, crate, 4 baskets	2 75
Grapes, Emperor, bbl.	5 00
Grapes, Malaga, heavy weight, bbl.	7 00
Lemons—	
Verdellis	3 00
Malaga, 420 size	4 00
Messina, 300 size, box	3 50
Oranges—	
Valencias, Cal., late 126-250	5 00
Navels	6 00
Jamaica, 196-200-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Pears, bbl.	4 00

VEGETABLES.—Potatoes have made a further jump, the price for New Brunswicks being up to \$1.50 per sack, and Montreals to \$1.15. New Brunswicks are selling well even at that price, as they run into bigger sizes. For restaurants, the demand is for big potatoes. Prices are even expected to go higher than this. Hothouse tomatoes are still quoted 30-35c, probably higher for Bostons, as they are quoted at 25c there. After paying duty, etc., the cost would probably reach 40c. Boston head lettuce remains at the old price, but Boston curly lettuce is up to \$2 for 4 doz. Cabbages are still plentiful. New York crates of celery have been advanced to \$5. The price of celery in New York is usually advanced about the

time it is getting scarce on this side, and Montreal celery is about done. There are plenty of leeks being offered at 10c per bunch. Green peppers are up to 75c per basket, as they are costing 45c in Boston. Spinach is becoming scarce, and the price has doubled—\$1 per box. Squash is getting scarce, and is a dollar per doz.—no more at 50c. There is not an abundance of pumpkins, but there is enough.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	4 50
Beans, green, N.Y., per basket	4 50
Brussel sprouts, qt.	0 12½
Cabbage, Montreal, per doz.	0 25
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Cauliflower, Canadian, doz.	1 00
Celery, Montreal, doz.	0 50
Celery, N.Y., crate	0 75
Celery roots, doz.	5 00
Cucumbers, fancy, Boston, doz.	1 50
Egg plant, N.Y., doz.	1 75
Leeks, bunch	0 10
Head lettuce, Boston, box	1 60
Curly lettuce, box	2 00
Mint, doz.	0 30

Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	15
Peppers, basket	0 75

Potatoes—	
Montreal, 80 lbs., bag	1 15
New Brunswick, 80 lbs., bag	1 50
Sweet, hamper	1 75
Spinach, Canadian, box	1 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 30
Pumpkins, doz.	1 00
Squash, doz.	0 50
Watercress, Canadian, doz.	0 30

TORONTO

FRUITS.—Spys show a firming-up tendency, and we have widened our range, top price of which is now \$5.50. There is a big call. Florida grapefruit is in now, taking the place of Jamaica in competition with supplies from Porto Rico. It is very much in demand. We quote a price of \$4 to \$4.25, which is slightly less than Jamaica fruit was. Supplies are coming in fairly freely. Tokay grapes are done. Emperors are getting good business at unchanged levels. Florida oranges take the place of Jamaicas and sell at \$3 to \$3.25. Lemons are unchanged. Demand is just average. Pomegranates secure fairly good business at a price of \$3.75 to \$4. B. C. apples at \$2.25 to \$2.50 are in fair demand. Their cheapness is a recommendation. Navel oranges are selling now for \$4 to \$4.75, which is fairly high.

They will come down as supplies increase, though. A first lot of Tangerines and Mandarins came in Monday from Florida, and sold at \$3 a strap.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	5 00
Apples, Spys, bbl.	4 00	5 50
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 60
Apples, B.C., bbl.	2 25	2 50
Bananas, per bunch	1 50	2 00
Citron, dozen		0 40
Cranberries, bbl.	7 00	9 50

Grapefruit—		
Florida, case	4 00	4 25
Porto Rico, case	3 25	3 50
Grapes, Malaga, keg	6 00	8 50
Grapes, Emperor, keg	2 75	3 00

Oranges—		
California, Valencias	4 00	4 50
Florida, case	3 00	3 25
Navels	4 00	4 75
Lemons, new, Calif., box	3 25	3 50
Lemons new, Messina, box	3 50	3 75
Limes, per 100		1 50

Pears—		
Canadian, 11 qt. basket	0 40	0 50
Pineapples, Porto Rico	3 50	4 00
Pomegranates, case	3 75	4 00

VEGETABLES.—The feature of this market again is the advance in potatoes. Delawares are now selling as high as \$1.60, though smaller sizes go for \$1.50; while Ontarios are worth \$1.40. British Columbias this week are worth about \$1.50 per 100 lbs. Cauliflower is a favorite buy just now at \$1 to \$2 a dozen, according to size. Lettuce in hampers fetches around \$4.25. Hothouse tomatoes are worth about 18s to 25c. Celery shows a firming up, and we quote B. C. stuff per case at \$4.50 or higher. Sprouts are not getting much trade. Business is fairly good; better than last year at this time, it is said. A car of egg plant came in yesterday and sold at 20c and 25c each. Local celery seems to be on the small side, and is not fetching much money.

Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, doz.	0 30	0 40
Beets, Canadian, bag	3 50	0 60
Cabbage, new, doz.	0 30	0 40
Cauliflower, doz.	1 00	2 00
Carrots, new, bag	0 65	0 75
Celery, doz.	0 15	0 30
Celery, B.C., case	4 00	4 75

Cucumbers—		
Hothouse, doz.	1 75	2 50

Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, large case	4 50	5 00
Lettuce, Boston, hamper	4 25	5 00
Mushrooms, imported 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 35	1 40
Potatoes, N.B., Delawares	1 50	1 60
Potatoes, B.C., 100-lb.		1 50
Potatoes, sweet, kiln-dried, hamper	1 40	1 45
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, hothouse, lb.	9 18	0 25

(Continued on page 39.)



FISH AND OYSTERS



Cod Fish and Soles Higher

Frozen Fish Now Has Bulk of Trade—Inclement Weather on Lake and Ocean is the Reason—
Bluefish Firm and High—Steady Demand for Oysters—Cooler Weather Will Help

MONTREAL

FISH.—The movement of pickled, prepared and salted fish is not abating by any means, and it is apparent the country was pretty well sold out of these lines. The continued mild weather up to beginning of this week has affected the frozen fish market, and only small quantities have been distributed so far. Now they should move better. Fresh fish from the East continues scarce; still, moderate sized supplies are expected this week, and will easily find sales. This being the first week of Advent, a large turnover is expected, but it is feared there might be disappointment on account of the unfavorable weather. Good arrivals of fresh halibut are expected again this week, and probabilities are for more the week after next; it is expected by the trade that this will close the season for fresh halibut in this market, after which only frozen will be available. Stocks of frozen halibut are pretty large, and the fact that the season will be shortened will affect prices. For bulk and shell oysters the demand is steady, and prices about same. Mild weather has helped the supply, but the demand has been better than expected right along, so that prices have kept normal. With the approach of the holiday season, the trade is looking forward to quite a large turnover.

TORONTO

FISH AND OYSTERS.—Bad weather becoming pretty general on both lakes and ocean means that the supply of fresh fish has practically gone right off. No trout or fresh whitefish are coming now, while for haddock and cod too we must depend chiefly on frozen stocks. Frozen fish is swinging into its stride again. Frozen lake trout is coming along to a certain extent. Western halibut, also a frozen line, is getting big trade and we quote a price of 10 to 15 cents. Soles are firm and none too plentiful. Price in this market has advanced some and our figure is now nearer 10 than 6 or 7 cents. Steak codfish is in like condition, having moved up a couple of cents to 10 cents. Bluefish, selling only

in limited quantities, is worth around 20 cents.

All lines of smoked and pickled fish are getting fair trade. Haddies and ciscoes are much in demand at levels which obtained last week. There is a good steady demand for oysters—standards at \$1.75 are the best. Selects are fetching \$2.25 right along. There are comparatively few clams here; large-shell stuff from New York is getting a good demand. Generally trade is good.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09½-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, filets, per lb.	.09	.12
Haddies, Nibbe, boneless, per lb.	1.30	1.50
Herring, Ciscos, baskets	1.10	.25
St. John bloaters, 100 in box	1.00	1.00
St. John bloaters, per box	1.20	1.25
Yarmouth bloaters, 60 in a box	.14	.15
Smoked herrings, large, box	.15	.16
Smoked herrings, medium, box	1.40	1.50
Smoked boneless herrings, 10-lb. box	1.25	1.50
Kipper herrings, selected, 60 in box	.20	.15-.17
Smoked salmon, per lb.	.10	.10
Smoked halibut		

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.10½
Red Cohoes or silvers, per lb.	.09-.09½	.12
Pale qualla, dressed, per lb.	.07½-.08	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.08½-.09	.12
Haddock, medium and large, lb.	.04½-.05	.08
Market codfish, per lb.	.14	
Steak codfish, per lb.	.06-.06½	.10
Canadian soles, per lb.	.06	.10
Blue fish, per lb.	.15-.16	.20
Smelts	.10	.10
Smelts, extras	.20	.20
Herrings, per 100 count	2.50	3.00
Round pike	.06	
Grass pike	.07½	
Swordfish, lb.	.10	

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinned codfish, 15-lb. case	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20 lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal	1 75	1 75
Standard, bulk, gal.	1 50	1 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 50	
Best scallops, imp. gallon	2 25	2 25
Best prawns, imp. gallon	2 25	
Best shrimps, imp. gallon	2 00	
Sealed, best standards, pt. cans, each.	0 40	0 40
Sealed, best select, quart cans, each.	0 50	0 75

CLAMS, MUSSELS AND SHELL CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malpeques, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 35	0 55
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	6 - 6½	8

Mackerel, medium, each	14 -15	
Steak, cod, fancy, express, lb.	5½- 6	6
Herrings, each	3	3
Flounders	5	9
Flounders, New York		12
Salmon, Western	15 -16	19 -20
Salmon, Eastern	15 -16	

FRESH LAKE FISH.

Carp, lb.	0 10	
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 10	0 12
Dressed bullheads	0 08	0 12
Eels, lb.	0 08	0 12
Dore	11-12	0 12

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09½	.09-.10
Whitefish, small tullibees	.07-.07½	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dress or ound, lb.	.08½-.09	.09-.13
Pike, dressed and headless, lb.	.06½-.07	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00	
Salmon, Labrador, bbls., 200 lbs.	14 00	
Salmon, Labrador, half bbls., 100 lbs.	7 00	
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	
Sea trout, Labrador, bbls., 200 lbs.	12 00	
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	15 00	
Mackerel, N.S., half bbls., 100 lbs.	8 00	
Mackerel, N.S., pails, 20 lbs.	2 00	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	
Quebec sardines, half bbls.	3 50	
Tongues and sound, per lb.	0 07½	
Scotch herrings, imported, half bbls.	9 00	
Holland herrings, im'td milkers, bbls	8 50	
Holland herrings, im'td milkers, kegs	1 10	85-1 00
Holland herrings, mixed, half bbls.	8 50	
Holland herrings, mixed, kegs	1 00	70-0 95
Lochfyne herrings, box	1 50	
Turbot, bbl.	12 00	
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—Thanksgiving in the United States last week was cause for a little more life in poultry circles. There is a good restaurant trade in turkeys and chickens. Oysters are in good demand, and there is a normal business doing in all lines of fresh and salt fish usually handled here. Mild weather has put a damper on the itinerant pedlars of coarse lake fish.

Fresh salmon	0 13
Fresh halibut	0 09
Pickled	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 09
Finnan haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	2 50
Oysters, gallon	7 00
Oysters, 3-gallon fine	0 25
Oysters on shell, doz.	0 25

Poultry—

Live—	
Fowl	0 70
Roosters	0 09
Chickens	0 13
Turkeys	0 14
Ducks	0 10
Ducklings	0 12
Geese	0 10



PRODUCE AND PROVISIONS



Pork Products Firm and Higher

Lard, Backs and Bacon All Advance—No Change in Butter—Cheese Prices Up Once More—Weakness in American Egg Market

MONTREAL

PROVISIONS.—The demand for pork products is good. On live hogs the market is steady, and prices are the same as a week ago. There is no change in lard.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 29	
Peameal	0 29	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Planks, bone in, not smoked	0 12½	
Barrelled Pork—		
Heavy short cut mess	27 00	
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14½	
Tubs, 50 lbs. net	0 13½	
Bxes, 50 lbs., net	0 14½	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs., gross	0 15	
Cases, 10 lbs., tins, 60 in case	0 15½	
Cases, 3 and 5-lb. tins, 60 in case	0 16½	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs., net	0 11½	
Tubs, 50 lbs., net	0 12	
Bxes, 50 lbs., net	0 11½	
Pails, wood, 20 lbs. net	0 12½	
Pails, tin, 20 lbs. net	0 12½	
Cases, 10-lb. tins, 60 in case	0 13½	
Cases, 3 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb., each	0 14	
Hogs—		
Dressed, abattoir killed	13 00	13 35

BUTTER.—There are no changes in quotations. Deliveries of fresh large roll butter are good, and offerings in this line will come more freely when the butter factories close, thus allowing farmers to do some business.

Butter—	
Finest creamery	0 34
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers	0 23

CHEESE.—The market is firmer this week than for any week this year. This is due in large measure to fact that many local houses are busy putting up war orders, and it is reported that the British Government is again buying largely here, and has bought a large portion of the New Zealand make. Thus it looks as if there will be an extra good demand for cheese. Prices on cable are netting 18c for finest goods.

Cheese—	
Old make	0 20
Stilton	0 19
New make	0 18

EGGS.—The situation is not very different from that of a week ago. The demand for export is fairly good, and some sales have been made at prices a shade better than local.

Eggs, case lots—	
New laid, stamped	0 50
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.— Deliveries have been fairly large, but reports from country farmers are to the effect that they have been holding back their supplies until the arrival of colder weather. Thus during the next two weeks heavy deliveries are anticipated. There is plenty of small and poorly-dressed poultry on market, and buyers should find out prices on these four to five cents per lb. Quotations on geese have been raised to 14c. It looks as if prices might be a little lower next week on most lines. Business is not at all brisk.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 25	0 30
Fresh stock—		
Turkeys	0 21	0 22
Fowl, large	0 17	0 19
Fowl, small	0 10	0 12
Roasting chicken, milkfed, 4 lbs. or over	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 76	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 10	0 12
Turkeys	0 17	0 18
Ducks	0 16	
Geese	0 14	0 14
Chicken	0 13	0 14

HONEY.—There is considerable quantity in the hands of country dealers, for which they are asking fairly high prices. Wholesalers are not disposed to pay the high prices.

Honey	
Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 5-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

Receipts in Montreal

	Butter.	Cheese.	Eggs.
	Boxes	Cases	Cases
Week ending Nov. 27, 1915	4,382	27,133	9,497
Week ending Nov. 28, 1914	5,273	12,699	15,360

TORONTO

PROVISIONS.—Pork and pork products show appreciation this week and most lines are a trifle higher. All bacon and backs are up about a cent. Long

clear bacon is considerably higher and we quote 15¾c and 16c, the former for ton lots, the latter for small. Dry-salted flat backs can be had for 13¾-14c. Dressed hogs are worth \$14 to \$14.25. All lard prices once more advance. The provision list is very firm this week.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 25	0 26
Boneless, per lb.	0 27	0 28
Pea meal, per lb.	0 27	0 28
Bacon—		
Breakfast, per lb.	6 21	6 24
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 15	0 16
Pickled meats—1c less than shown		
Dry Salt Meats—		
Long clear bacon, ton lots	0 15½	
Long clear bacon, small lots	0 16	
Flat backs, lb.	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 60 lbs.	0 13½	0 14
Pails	0 14	0 14½
Tins, 3 and 5 lbs., per lb.	0 14	0 14½
Bricks, 1 lb., per lb.	0 14½	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 50 lbs., per lb.	0 12½	0 13
Pails, 20 lbs., per lb.	0 12½	0 13
Hogs—		
Dressed, abattoir killed	14 00	14 25

BUTTER.—This is a quiet market and shows little change. Demand is steady and fairly good. If anything, creamery is slightly firmer, and we quote 33c to 34c, which tightens the range a trifle.

Butter—		
Creamery prints, fresh made	0 33	0 34
Dairy prints, choice, lb.	0 29	0 31
Dairy prints, lb.	0 26	0 28
Bakers'	0 22	0 23

CHEESE.—Once more we quote an advance in cheese prices. This makes large new worth 18 to 18½c and twins 18½ to 18¾c. "As long as the powers that be decide that the soldiers want cheese," said one man on the street this morning, "we shall see an increase, a fractional increase, in cheese levels almost every week."

Cheese—		
Large, per lb.	0 18	0 18½
Twins, per lb.	18½	0 18¾

EGGS. The American market continues weak and nothing but the amount of exporting going on holds up our levels in Canada. New-laid market is a trifle higher. We now quote 48 to 50c. The market is more or less without feature.

Eggs—		
New laids, specials, in cartons	0 45	0 50
Extras	0 33	0 35
No. 1, storage	0 30	0 31
No. 2, storage	0 25	0 26

POULTRY.—Again no change in prices has occurred. It is between seasons. Christmas business has not yet commenced and though birds are coming in freely enough, there is no exorbitant demand.

Poultry—	Live.	Dressed.
Old fowl, pound	0 08—0 10	0 13—0 15
Spring broilers	0 15—0 16	0 18—0 20
Old turkeys	0 12—0 13	0 15—0 18
Ducklings	0 09—0 10	0 17—0 18
Turkeys	0 15—0 16	0 21—0 22
Chickens	0 10—0 12	0 15—0 18

WINNIPEG**PRODUCE AND PROVISIONS.**

Against many expectations live hogs are strong and advancing in price. The run continues very light for this season of the year, and it is just possible there are far less hogs available for shipment than supposed. Under present prices for live, an advance in hams, bacon and lard seems inevitable. Eggs are firm, also butter and cheese. Old Ontario cheese is scarce, and choice samples worth fancy prices.

Hams—		
Light, per lb.	0 13	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.		0 21
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light		0 19
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—	
Heavy pork, per bbl.	20 00
Lard—	
Tierces	0 13 1/2
Pails	2 87
Cases, 5s	8 77
Cases, 3s	8 85
BUTTER.	

Butter—	
Creamery	0 32 0 34
Best dairy	0 25 0 28
Cooking	0 12 0 15

EGGS.

Eggs—	
No. 1 storage	0 26 0 28
Straight receipts	0 30 0 35

CHEESE.

Cheese—	
New, large	0 18
New, twins	0 18 1/2

FRUIT AND VEGETABLES

(Continued from page 36.)

WINNIPEG**FRUITS AND VEGETABLES.**

First shipments of navel oranges are expected the end of the week. The California orange crop is said to be of more than average quality and quantity. Potatoes are firm and likely to be scarce and dear, with large quantities imported. Country trade in fruits is much above expectations.

Fresh Fruits—		
Ontario apples, bbls.	5 00	7 00
B.C. box apples, No. 1s	2 15	2 40
B.C. box apples, No. 2s	2 10	...
Washington box apples	1 50	...
Valencia oranges, cases	5 00	...
California lemons	...	5 50
Bananas, bunches	2 50	3 50
Cape Cod cranberries, bbl.	...	10 50
Jersey cranberries, bbl.	...	11 00
Washington pears	...	3 00
Danjou pears	...	3 50
Malaga grapes, kegs	7 50	10 00
Valencia onions, cases	...	6 50

Sack onions, 100 lbs.	2 00
Red Globe onions, lb	0 02 1/2
Head lettuce, doz.	1 00
B.C. celery, lb.	0 05
California tomatoes, 30 lbs.	0 49
	2 50

VEGETABLES.

Cabbage, per lb.	0 01
Peppers, per basket	0 75
Mushrooms	0 50
Carrots, per lb.	0 01
Turnips, bushel	0 45
Manitoba potatoes, local loads	0 65
Manitoba potatoes, sacked, carloads	0 63
Cucumbers, per dozen	2 00
Garlic, per lb.	0 25
Squash, per lb.	0 04
Turnips, bushel	0 45
Pumpkins, per lb.	0 04

THE POWER OF FOOD

(Continued from page 26.)

the conflict. Germany holds Belgium, part of France and part of Russia, and has the road to Egypt and India free.

"What does all this prove? That we are not fighting to protect our frontier, but to add to our territory. We appeal to the party leaders to undertake an open and frank campaign against all sorts of annexation plans."

The Lethbridge, Alta., Herald says: "The Canadian Grocer uses a full page in a November issue to compliment George Kerr & Co., of this city, on an exceedingly attractive window shown during the Christmas season last year. The article is accompanied with a large illustration showing this fine Christmas window."

Finest Black Teas

CEYLON and INDIANS

The grocer who specializes on bulk teas is building a tea trade which cannot be taken from him and at the same time making a better profit.

Associate your name with expert tea blending and better quality by selecting your stock for cup quality alone.

We're at your service with the season's new stock.

Kearney Bros., Limited

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

Montreal



FLOUR AND CEREALS



Government's Wheat Move Little Felt

Action Not Likely to Affect Flour Very Much—Rolled Oats Strong — Export Call for Flour Continues—Flour Market Firm—Shorts Easier and Middlings Firmer.

MONTREAL

FLOUR.—The action of the Dominion Government in commandeering all wheat of No. 1, No. 2, and No. 3 grades in store in Eastern elevators is, of course, the chief topic in flour circles. One of the largest mills has announced that it will cause serious complications, although they say that it may not affect the mills of the country, in view of the fact that much of the grain now in the elevators has been sold. Boats chartered for that purpose are out on their way to get it, and it is hard to say how the market will take this new move. The mills are unanimous in stating that it will take a few days to find out the effect of the Government's action, and they are all working in the dark. It may make a big difference, and it may likely not. A great deal may depend on how the farmer acts; if he begins to hold up his crop, it is likely that the market will be seriously affected. It cannot have much effect on the demand for flour, as before the Government took this action, the demand for flour was so heavy the mills were hardly able to cope with it. Prices on both Ontario and Manitobas remain the same as a week ago, with advances not unlikely.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 10
Second patents	5 60
Strong bakers	5 40
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 75	6 00
90 per cent., in wood	5 25	5 50
90 per cent., in bags	2 50	2 60

CEREALS.—There is not an awful lot of business done in cereals. Dealers are coming to stock-taking, and are pushing the season's lines more than they are cereals. Rolled oats are quoted in the neighborhood of \$2.55, perhaps a little higher. The market is not so firm as it has been, and the mild weather that prevailed up to this week lessened demand. Packages of rolled oats vary from \$3.90 to \$4.25.

Cornmeal—	Per 98-lb. sack
Gold dust	2 40
Unbolted	2 05
Rolled Oats—	90's in Jute.
Small lots	2 65
25 bags or more	2 50
Packages, case	3 90
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	

Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 80
Barley, pearl, lb.	0 04½

FEEDS.—There is a good demand all round for the season of the year. The extraordinary demand for bran, to which attention was drawn a week ago, continues. The demand for shorts is only fair; for other lines it is pretty good.

Mill Feeds—	Per ton
Bran	22 00
Shorts	23 00
Middlings	27 00
Wheat moulee	30 00
Feed flour, bag	1 87½
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 70

TORONTO

FLOUR.—On the whole, the most apposite remark to be made anent the Government's action in commandeering certain stocks of wheat is that it is too early yet to judge how it will affect the trend of the grain market. Grain men, in the main, reserve their opinions till the Government's exact and detailed line of action is known. There was a flurry in American markets Monday as a consequence of the news, but nothing vital happened. There are one or two factors worth noticing. One is that wheat west of Fort William is untouched. Another is that the amount requisitioned is small, comparatively speaking—only about 16,000,000 bushels.

The observation might, however, be made, guardedly, that flour will not be much affected. Levels are high now owing to a big demand and the government's action would, therefore, not firm that demand up much anyway. And, too, if the amount of wheat affected is not so very large after all, it is not likely that the effect on the flour market will be great.

Demand for flour, both domestic and export is heavy, particularly in the case of the latter. Ontario winter wheat flour is in good demand, and the same reasons as heretofore govern the strength of the market. The outlook is still for a firm and high market.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patents	6 20	6 00
Second patents	5 70	5 50
Strong bakers	5 50	5 30
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots...	5 00	4 60

CEREALS.—The demand for rolled oats keeps strong. Winter months are with us and it is a natural enough condition. People are eating a good deal of porridge these days. The uncertainty of the weather is a disconcerting influence now and then. Other lines show no change. Barley, both pearl and pot, is very firm.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.		2 50
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		2 85
Oatmeal, granulated, 98 lbs.		2 85
Peas, Canadian, boiling, bush.		3 00
Peas, split, 98 lbs.		6 00
Rolled oats, 90-lb. bags		2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.		3 00
Whole wheat flour, 98 lbs.		2 50
Wheat-flts, 98 lbs.		3 25

FEEDS.—Shorts show some easiness and probably the \$23-\$25 range is the most general. Middlings are firm and have advanced. We quote a price of \$27 to \$29. Business in feeds is generally good.

Mill Feeds—	Mixed cars, Ton per ton	Small lots
Bran	22 00	24 00
Shorts	25 00	25 00
Middlings	27 00	29 00
Feed flour, per bag	1 50	1 55
Oats—		
No. 3, Ontario, outside points	0 39	0 40

WINNIPEG

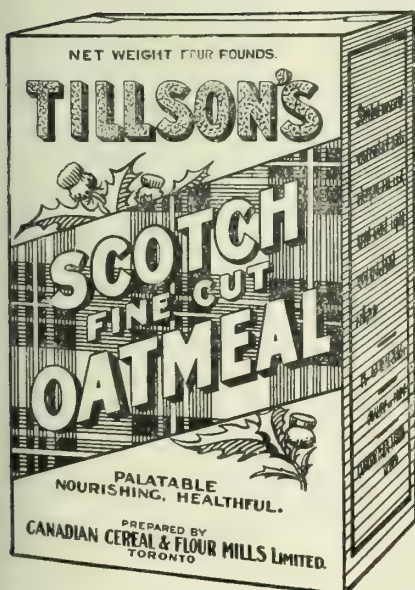
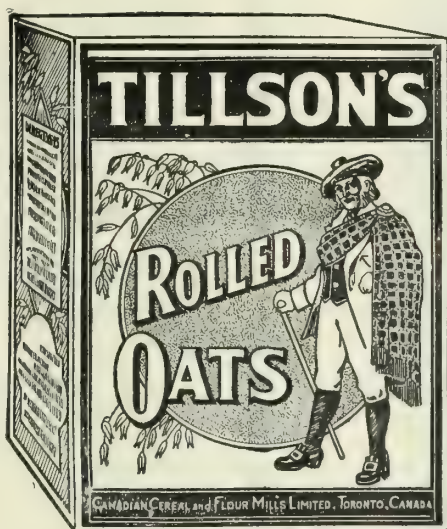
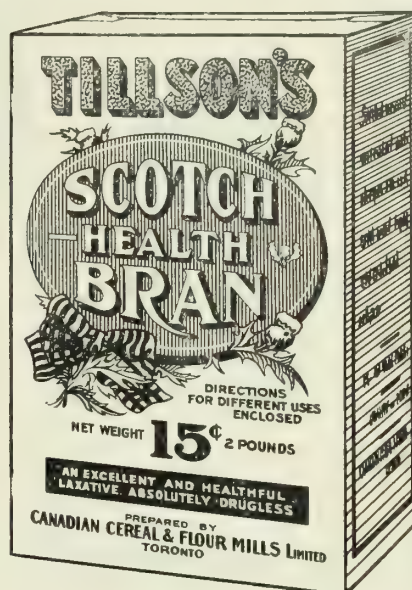
FLOUR AND CEREALS.—Many in the trade can see but one side to the wheat and flour markets, and that is higher prices in the near future. But there is equally bigoted opinion on the reverse side. It is worth noting that flour is cheap, based on present wheat prices. On Tuesday an advance of 20c per bbl. took place.

Flour—	
Best patents	6 00
Bakers	5 50
Cheaps	4 80
XXX	3 70
Rolled oats, 80 lbs.	2 20
Oatmeal, standard and gran., 98 lbs.	2 70
Cornmeal	2 25

The man who makes no mistakes is the man who makes no efforts. Better be a man who does things and does some of them wrong than a man who does nothing.



Quality— Our Watchword



Canadian Cereal & Flour
Mills Co., Limited
Toronto, - Canada





The BREAD
SELLS
The PACKAGE



The PACKAGE
SELLS
the BREAD

You Sell Both

Here's a double-barreled chance for you to bag new profits.

We have taken two of your slow-fire staples and put live powder in them.

We are spending \$160,000 this year alone in a nation-wide campaign to make people want

Sun-Maid Raisins and California Raisin Bread *Made with Sun-Maid Raisins*

after our own special recipe. Baked by bakers everywhere. Sold by grocers everywhere.

Something Is Happening

A new demand for these two old staples is growing amazingly. People who scarcely thought of raisins or raisin bread before are trying them now. When they once try Sun-Maid Raisins and California Raisin Bread they want more of both. And they want to know a place nearby where they can get them. That puts it up to you.

It's Up to You

Somebody is going to supply this new demand in your neighborhood. It can be you. All you have to do is to know how to use this new ammunition to the best advantage—and we'll tell you how. Send this coupon to-day and we'll tell you, by return mail, how we co-operate with grocers. We are spending a part of the \$160,000 this year helping grocers make the most of this double-barreled chance to make new profits, and we will be glad to help you.

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6,000 Growers

Home Office, Fresno, California

Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. 77

Grocer's Name
Street
City Province

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0 49
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

DOMINION CANNERS, LTD.

	Per doz.
"Aylmer" Pure Jams and Jellies 16-oz. Glass Jars.	
Apricot	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Current, Red	2 20
Current, Black	2 25
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 10
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 20
Strawberry	2 30

CATSUPS

In Glass Bottles

	Per doz.
1/2 Pts., Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	0 40
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS with Pork.

Brands—Aylmer, Simcoe, Quaker,
Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, To- mato Sauce, 2 doz. to case	1 17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to case	1 17 1/2

2's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only	1 40
2's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1 40
2's Baked Beans, Plain, tall, 2 doz. to case	1 50
2's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
2's Baked Beans, Chili Sauce, 2 doz. to case	1 60

BLUE

Keen's Oxford, per lb.	\$0 17
10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S

For sale in Canada by The
Eby-Blain Co., Ltd., Toronto; C.
O. Beauchemin & Fils, Montreal.
\$2, \$3, \$5, \$10, \$15 and \$20. All
same price, one size or assorted.

UN-NUMBERED

100 books and over, each	0 03 1/2
500 books to 1,000 books	0 03

For numbering cover and each
coupon, extra per book, 1/2 cent

CEREALS

Buckwheat Flour (Self-ris- ing), 3 doz. to case, weight 70 lbs.	3 00
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Pancake Flour (Self-ris- ing), 3 doz. to case, weight 70 lbs.	3 00
--	------

Breakfast Food, 2 doz. to case, weight 55 lbs.	4 00
--	------

King's Food, 2 doz. to case, weight 55 lbs.	5 00
---	------

Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
---	------

Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
---	------

Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
---	------

Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00
---	------

WHITE SWAN Per case	
---------------------	--

Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs.	\$3 00
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COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
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Perfection, 1/2-lb. tins, doz.	2 40
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Perfection, 1/4-lb. tins, doz.	1 25
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Perfection, 10c size, doz.	0 90
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Perfection, 5-lb. tins, per lb.	0 37
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Soluble bulk, No. 1, lb.	0 21
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Soluble bulk, No. 2, lb.	0 19
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London Pearl, per lb.	0 22
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Special quotations for Cocoa
in barrels, kegs, etc.

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12- lb. boxes, per lb.	0 35
--	------

Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
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Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
--	------

Sweet Chocolate— Per lb.	
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Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
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Queen's Dessert, 6's, 12-lb. boxes	0 40
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Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
---	------

Diamond, 8's, 6 and 12-lb. boxes	0 29
---	------

Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
---	------

Diamond, 1/4's, 6 and 12-lb. boxes	0 27
---	------

Ingredients for Cake—

Chocolate, white, pink, lemon, orange, maple, al- mond, coconut, cream, in 1/4-lb. packages, 2 and 4 doz. in box, per doz.	1 00
---	------



"I don't handle flour"

Imagine the surprise of your customers if you made such a statement.

They soon will be equally surprised if you say that you do not handle Ivory Soap.

Ivory Soap fits into the routine of daily life so perfectly that everybody who uses a single cake instantly takes it for granted that so indispensable a product must be staple to every stock.

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Send for Ivory Soap advertising matter for your local use.

Other Procter & Gamble products made in the Procter & Gamble factories, Hamilton, Canada, include Gold Soap, P. & G.—The White Naphtha Soap, Sopade and Pearline.



THE making of Ivory Soap in Hamilton, Canada, adds another industry to the many of which Canadians can be proud.

It is something worth while to say that the mildest, purest, best known, best selling soap in the continent is made here in Canada by Canadians.

You promote a representative home industry every time you buy a cake of Ivory Soap.

IVORY SOAP . . . 5 CENTS . . . 99 ⁴⁴/₁₀₀ PURE
IT FLOATS

Procter & Gamble, Hamilton, Canada, do not sell soap P. & G. The White Naphtha Soap, Sopade and Pearline.



It is not an economy to use ordinary soap for washing dishes, then spend money on lotions and creams to offset the effect of the free alkali and other harsh materials.

It is an economy to use Ivory Soap for washing dishes. Its gentle action cannot roughen the skin; the hands need no extra attention after one works with it. And it costs so little more than ordinary yellow soaps and so little is needed for the work that the difference in cost is not worth considering.

Try Ivory Soap a week for washing dishes and notice the difference in your hands—and in the dishes.

IVORY SOAP . . . 5 CENTS . . . 99 ⁴⁴/₁₀₀ PURE
IT FLOATS

Procter & Gamble, Hamilton, Canada, do not sell soap P. & G. The White Naphtha Soap, Sopade and Pearline.



THE first requisite of a soap for the toilet is mildness.

Mildness depends upon the quality of the materials used in the making, the absence of free alkali and the absence of bleaches, fillers and other foreign matter.

Ivory Soap is made of the best materials that can be bought. It contains no free alkali. Nothing is put into it to make it white, to increase its weight or to soften water.

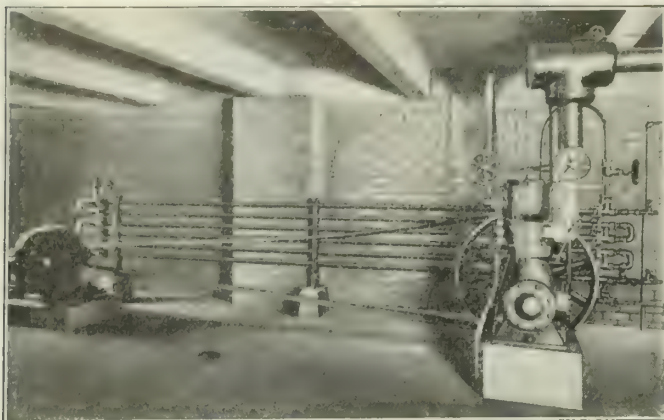
That is why Ivory Soap is so mild that it can be used with comfort and safety on the tender skin of a child.

IVORY SOAP . . . 5 CENTS . . . 99 ⁴⁴/₁₀₀ PURE
IT FLOATS

Procter & Gamble, Hamilton, Canada, do not sell soap P. & G. The White Naphtha Soap, Sopade and Pearline.

Miniature reproductions of advertisements now appearing in Canadian newspapers

Arctic Ice Machine



will be a tremendous relief this summer, and will help you to a bigger bank account.

Just WHY an ARCTIC, we can best explain by letter. In justice to both of us you should write for complete particulars.

We leave the rest to your good judgment, and whatever you decide, you'll be under no obligation to us. Fair, isn't it?

Ask for Bulletin 2-B.

The Arctic Ice Machine Co.

The W. A. FREEMAN Co., LIMITED
HAMILTON, CANADA

Canadian Representatives.



Keating's in the Military Camps

Officers and men on Active Service, and in the Military Camps, depend on Keating's for their bodily comfort. When they do not require Keating's they nevertheless keep a tin of it handy in case of need.

KEATING'S POWDER

The Universal Insecticide

Kills bugs and all kinds of objectionable insect life. It is otherwise harmless. Will not irritate the skin.

Sold in tins only—carefully wrapped and sealed. A suitable and profitable line for the Grocery Trade.

Sole Agents for Canada.

Harold F. Ritchie & Company, Limited
10-12-14 McCaul Street, Toronto

Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 50
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 50
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
Elite 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz., 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate li- quors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND

EVAPORATED MILK

BORDEN MILK CO., LTD.

East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 50
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE

1 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20

MOJA

1 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

MINTO BROS.

MELAGAMA COFFEE

Ret.	Whol.
30c 1s, 1/2's, B. or G.	0 25
40c 1s, 1/2's, B. or G.	0 32
45c 1s, 1/2's, B. or G.	0 34
50c 1s, 1/2's, B. or G.	0 37
Tumbler coffee	0 25
Tees packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 30 lbs. or over.	

MINTO COFFEE (Bulk.)

M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50 lb. tins.	

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 03
2 oz. bottles, per doz., weight 4 lbs.	2 09
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE Special Delivered Price for Canada

Per doz.	
1/2 oz. (4 doz. case), weight 9 lbs., retail each	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each	\$1.60. 13 25
Pint (1 doz. case), weight 20 lbs., retail each	\$3. 24 50
Quart (1 doz. case), weight 33 lbs., retail each	\$5.50. 45 00
Half gallons, each, retail	each \$10
Gallons, each, retail	each \$18
	14 50

GELATINE

Knox Plain Sparkling Gelatins (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED.

MONTREAL	
Compressed Corned Beef, 14s.	
\$1.50; 1s. \$2.90; 2s. \$5.50; 6s.	
\$18; 14s. \$37.	
Roast Beef, 14s. \$1.50; 1s. \$2.90.	
2s. \$5.50; 6s. \$18.	
Balled Beef, 1s. \$2.90; 2s. \$5.50; 6s. \$18.	
Jellied Veals, 14s. \$1.50; 1s. \$2.75; 2s. \$4.50; 6s. \$18.	
Corned Beef Hash, 14s. \$1.50; 1s. \$2.90; 2s. \$4.25.	
Beefsteak and Onions, 14s. \$1.50; 1s. \$2.90; 2s. \$5.	

Brooms of Quality

may always be had by ordering
our brands. We have them at
\$3.00, \$3.25, \$3.50, \$3.75,
\$4.00, \$4.25, \$4.50, \$4.75,
\$5.00, \$5.50, \$5.75, \$6.00
per dozen.

FACTORY and MILL
Brooms \$3.75, \$4.25, \$4.75
per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

NEW FIGS

Just the thing for December selling:
10 lb. Boxes, 3 Rows.

Also small Briquettes in 8-oz. and 12-
oz. lots.

The quality is excellent and price reas-
onable.

New Navel and Florida Oranges

Headquarters for

Fish and Oysters

Combine your Fruit and Fish orders
and save express.

QUALITY FIRST ALWAYS

White & Co., Limited

Wholesale Importers

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, inter-
esting and instructive book ever
published on Coffee. It is attractive-
ly written and richly illustrated,
and should be read by all who deal
in or use Coffee. The contents in-
clude:

Cultivation and Preparation.

Commercial Classification and
Description.

Adulteration and Detection.

Art of Blending, Preparing, etc.

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and Coffee,
will be mailed to you postpaid on
receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

The Apple Crop

in the famous Georgian
Bay District is very short
this year. Write us be-
fore placing your winter
order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons
on the market.

"St. Nicholas"

"Queen City"

"Kicking"

J. J. McCabe

Agent

TORONTO

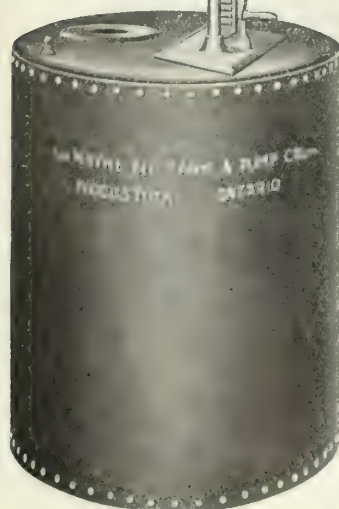


QUALITY PAYS HANDSOMELY—it is the best and only lever to raise prices and increase profits. The customer you hold by the slender thread of low price is here to-day and gone to-morrow; the customer you hold by service and quality is bound to you—a permanent asset of your business.

**White Swan Spices and Cereals, Limited
TORONTO**

Accurate, clean and profitable Oil Sales

Model F
Cut 80



You, doubtless, are quite familiar with the slopping, muss and serious loss entailed by the use of the old, obsolete methods of measuring oil. The

WAYNE Oil Tank

does away with all this. It measures accurately without any wastage, through dripping, or slopping over.

The Wayne system eliminates objectionable oil odors, and risk of fire. Thus it may be kept on the store floor right near your other stock without any risk whatever.

Don't worry along with that old profit-leaking Oil barrel. Instal the Wayne—the only sensible way of selling coal oil.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

**The Wayne Oil Tank and Pump Co.,
Limited** **WOODSTOCK, ONT.**

Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50;	
Lamb's Tongues, 1/2s, \$1.90.	
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.	
Sliced Smoked Beef, glass, 1/4s, \$1.25; 1/2s, \$1.90; 1s, \$2.75.	
Tongue, Ham and Veal Fate, 1/2s, \$1.20.	
Ham and Veal, 1/2s, \$1.	
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.	
Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.25.	
Ox Tongues, tins, 1/2s, \$2.40; 1s, \$5.00; 1 1/2s, \$8; 2s, \$10.	
Ox Tongues, Glass, 1 1/2s, \$9.75; 2s, \$12.	
Minced meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.	
In Pails, 25 lbs., 8c lb.	
In Tubs, 45 lbs., 7 1/2c lb.	
In Glass, 1s, \$2.25.	
Plum Pudding, 1s, \$2.30; 2s, \$2.60.	
Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.65.	
50 lb. Pails, 15c.	
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.	
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.	
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.	
Individuals, 50c doz.	
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.	
Individuals, 50c doz.	
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.	
Individuals, 50c doz.	
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.	
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.	
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.	
Clark's Chateau Concentrated Soups, 95c.	
Clark's Chateau Concentrated Soups, No. 1. Assorted, 95c.	
Spaghetti with Tomato and Cheese, 1s, \$1.30 doz.	
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.	
English Plum Puddings, 1s, \$2.50 doz.; 2s, \$2.80 doz.	

LAPORTE, MARTIN, LIMITED
Montreal, Agencies.

BASIN DE VICHY WATERS

L'Admirable, 50 btles, litre, cs.,	5 50
Neptune	7 00
San Rival	8 00

VICHY LEMONADE

La Savoureuse, 50 btles., cs.,	8 00
--------------------------------	------

NATURAL MINERAL WATER

Eyian, Source Cachat, 50 btles, cs.,	\$9 00
--------------------------------------	--------

IMPORTED GINGER ALE

AND SODA	
Ginger Ale, Trayders, cs. 6 doz. pts., doz.	1 15
Ginger Ale, Trayders, cs. 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs. 6 doz. pts., doz.	1 05
Club Soda, Trayders, cs. 6 doz. splits, doz.	0 95

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 38
Princess Blend, 50 and 30-lb. tins, lb.	0 55

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 30

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb.	0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MALT EXTRACT

Miller of Milwaukee, cs. 2 doz., cs.	4 25
Miller of Milwaukee, brl. 8 doz. brl.	16 20

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10 1/4
Tubs, 60 lbs.	0 10 1/4
Pails, 20 lbs.	0 10 1/4
Tins, 20 lbs.	0 10 1/4
Cases, 5 lbs., 12 to case	0 11 1/2
Cases, 3 lbs., 20 to case	0 11 1/4
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., 1/4-lb.	\$ 1 60
D. S. F., 1/2-lb.	2 90
D. S. F., 1-lb.	5 70
F. D., 1/4-lb.	0 95
	Per jar
Durham, 4-lb. jar	0 95
Durham, 1-lb. jar	0 31

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

Raspberry	0 14
Strawberry	0 14
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO.

	Dredge	Canister 4 oz.
		Round Pkgs.
Allspice	\$0.90	\$0.90
Arrowroot, 4 oz. tins,		
85c		
Cayenne	0.90	0.90
Celery Salt		
Celery Pepper		
Cinnamon	0.90	0.90
Cinnamon, 1 oz., Fagots, 45c		
Cloves	0.90	0.90
Curry Powder		
Ginger	0.90	0.90
Mace		
Nutmegs	0.90	
" Whole, 5c. Pkgs., 45c		
Paprika	0.90	
Pepper, Black	0.90	0.90
Pepper, White	1.10	1.10
Pastry Spice	0.90	0.90
Pickling Spice (Window front)		0.75
Dozens to case	4	4
Shipping weight, per case	10 lbs.	17 lbs.

WHITE SWAN LYE

Single cases, 4 doz.	\$ 3 50
5 case lots, 4 doz.	3 35
Shipping weight 50 lbs. per case.	

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and

BRANTFORD BRANDS

Laundry Starches—	
Boxes	Cen:s
40 lbs., Canada Laundry	.06 1/4
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06 1/4
48 lbs. No. 1 white or blue, 4 lb. cartons	.07 1/4
48 lbs. No. 1 white or blue, 3 lb. cartons	.07 1/4
100 lbs., kegs, No. 1 white	.06 1/4
200 lbs., bbls., No. 1 white	.06 1/4
80 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 1/4
48 lbs., silver gloss, in 6-lb. tin canisters	.08 1/4
36 lbs., silver gloss, 6-lb. draw lid boxes	.08 1/4
100 lbs., kegs, silver gloss, large crystals	.07 1/4
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07 1/4
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s prepared corn	.07 1/4
40 lbs. Canada pure corn starch	.06 1/4
(120-lb. boxes 1/4c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

ROYAL BAKING POWDER

Absolutely Pure

A liberal stock of "ROYAL BAKING POWDER" on the grocer's shelves is as staple as gold. This value lies in the knowledge of consumers everywhere that "Royal Baking Powder is Absolutely Pure."

***Fully
Guaranteed***



It is easy to sell an article which is in constant demand. Royal Baking Powder is known all over the world and will pay you more and surer profit than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



WETHEY'S CONDENSED MINCE MEAT

Quality—better than
ever, if such is pos-
sible.

Price unchanged.

Order from your jobber.

Fresh Arrivals

Florida Grape-Fruit

California Emperor Grapes

Late Howe Cranberries

New Dates New Table Raisins

Hot-House Tomatoes Head Lettuce

Leaf Lettuce Cucumbers

Oysters Haddies Fillets

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO

Libby's

Holiday Desserts

Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.



*Grocery Wall Case
Combination X-3*

Everything for Xmas right at your hand for the rush

and you can easily see how essential this is when every minute of a salesman's time means money. Let your service drag and you will notice customers who become tired waiting quietly slip out and go down the street to your competitor. A customer lost this way is hard to get back.

Walker Bin Fixtures—Combination Wall Case and Counter, will enable you to handle more business with less effort. Wire us for prices of the fixtures illustrated. **Figure on them for immediate installation to take care of your Christmas rush and to be prepared for 1916 business.**



Rear of Standard Grocery Counter

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

2500 to 3000

Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car, 45,000 pounds.

A. M. TARRABAIN & BRO.,
9943-5 Whyte Ave. E., Edmonton, Alta.

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

GENERAL STORE FOR SALE—AN OLD-established business, in a small village, about 40 miles from Ottawa. Good farming community. Close to railway station. Easy terms to a reliable party. Apply to Box 118, Canadian Grocer. (Nov. 26—Dec. 3)

FOR SALE—GENERAL STORE IN NEW town 20 miles from nearest opposition. Stock, fixtures and building \$5,000.00. Annual turnover \$40,000.00. A1 buy for a live wire. Closing out branch store, reason for selling. Apply Box 152, Castor, Alta.

WANTED

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 117, Canadian Grocer. (tf)

YOUNG MAN WITH NINE YEARS' EXPERIENCE as grocery salesman wishes to hear of opening for traveller for some grocery line. Apply to Box 120, Canadian Grocer, Toronto. (Dec. 3-10)

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"
Placido Costa & Co.
MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

A want ad. in this paper will
bring replies from all
parts of Canada.

KINDLY MENTION
THIS PAPER WHEN
WRITING ADVERTISERS

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

ADVERTISING.

Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

Write Us for Quotations on Brooms

Don't put it off any longer. Our Brooms are the most serviceable that have ever been offered. None but the Finest American Corn used. Our prices are lower than some inferior lines.

AMERICAN BROOM WORKS

ST. BAZILE de PORTNEUF, P.Q.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S

KNIFE

WILKINSON

POLISH

**JOHN OAKLEY & SONS, LIMITED,
LONDON . ENGLAND.**

ALLISON'S
IMPROVED
Credit Paper Check Book

No. 323

Issued to \$5.00

Dated 10-1-1911

Pay to the order of Mrs. J. H. Smith

10

10 CENTS

J. H. Smith

53

INDEX TO ADVERTISERS



Make December a record breaker in your fish department

Lots of your customers will abstain from meat on Wednesdays, Fridays and Saturdays during the Advent weeks. Here is a golden opportunity to feature sea foods of quality and reap the resulting big profits.

Brunswick Brand Sea Foods may be confidently recommended to your most critical customers. Ideal location, splendid equipment and expert workmen combine to make Brunswick Brand the "sure thing" for big Advent sales.

Order your supply now.



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BLACK'S HARBOR, N.B.

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A KEY
TO SUCCESS



Benefit to your customers is the only object you should strive for. A satisfied customer and a fair profit go together hand in hand and are never separated for long. Forty-five years in business has proven to us that this rule is a mighty one.

LAPORTE, MARTIN, LIMITÉE

584 St. Paul Street West
MONTREAL



In Vacuum
Sealed
Tins



½-lb. TINS
1-lb. TINS
2-lb. TINS

This Is the Coffee Season

MORE COFFEE IS CONSUMED IN THE WINTER MONTHS THAN AT ANY OTHER TIME OF YEAR. THE PRUDENT MERCHANT KEEPS A GOOD SUPPLY OF

Gold Standard "The Chaffless Coffee"

ITS RICH FRAGRANCE IMPARTS A ZEST TO THE MOST FRUGAL OF BREAKFASTS.

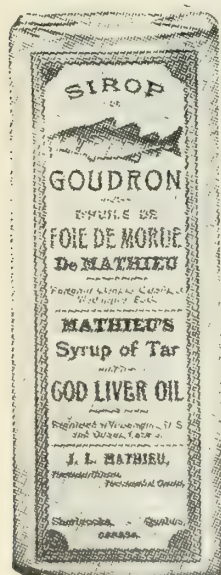
The Codville Company, Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., Proprietors

SHERBROOKE, QUEBEC

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Can you afford to?



Stock that produces a quick turnover with a good margin of profit is assuredly the only kind worth shelf room in your store. The selling record of our five Made-in-Canada lines is such as to warrant not only your stocking them but featur-



ing them strongly for a bigger and more profitable year-round business. We deliver 5-case lots to any part of Ontario, Quebec or Maritimes, paying freight charges up to 50c per 100 lb.

STUDY OUR PRICES

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

A stock of this Made-in-Canada Condensed Milk and Coffee will open up new and bigger lines of business for you. Can you afford to omit them from your next order?

The Malcolm Condensing Co., Limited

ST. GEORGE, ONTARIO



Ready Acceptance

THAT is what is most required when you offer the consumer a commodity. The mere mention of FIVE ROSES makes the sale, thanks to the tremendous educational work being consistently carried on among consumers of flour. Push the brand the consumer **readily accepts**, on which the heavy sales work has already been accomplished. The majority of flour buyers are already educated on the amazing value of

Five Roses^{*}
FLOUR *for Breads-Cakes*
Puddings-Pastries

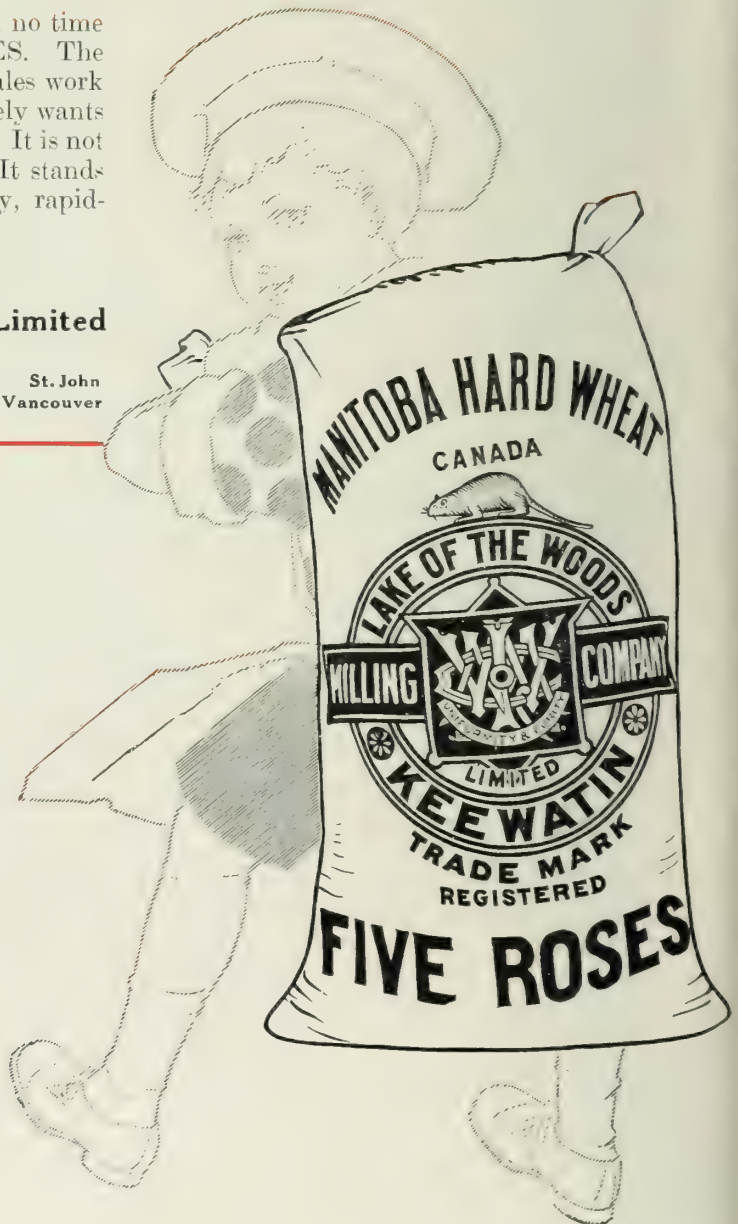
There is no hesitation, no suspicion, no protest, no time or money wasted when you sell FIVE ROSES. The consumer is in the *right* humour for further sales work on other articles. Even the purchaser who merely wants "flour" accepts FIVE ROSES with confidence. It is not an *unknown* brand with its attendant risks. It stands for consumer faith, which means quick, easy, rapid-repeating sales.

Ask Your Jobber or Nearest Office.

Lake of the Woods Milling Co., Limited
"The House of Character"

Toronto	Ottawa	MONTREAL	London	St. John
Sudbury	Winnipeg	Medicine Hat	Calgary	Vancouver

***GUARANTEED NOT BLEACHED—NOT BLENDED.**



FEATURING—MAJORITY FAVOR 15c. LINE COSTING \$1.35

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE : TORONTO, DECEMBER 10, 1915

No. 50

The Clear White Syrup with the Delicate Flavor



The Canada Starch Co., Limited
MONTREAL

2.000.000 pounds of E.D.S Jam to Tommy

and this is how he likes it

To E. D. Smith & Son, Limited,
Winona, Ont.

Dear Sirs,—

May I say just a few words as regards the quality of your "Stoneless Plum Jam" on behalf of my comrades and myself, as I beg to state that Tommy Atkins can speak with authority on that matter, as we have been here on the average of one year and we have never tasted better Plum Jam than yours, and we always look out for your label on the tins. We are sure that it is all Real Plum.

Yours sincerely,

(10861) PTE. C. POWELL,
Grenadier Guards,

33 Linehouses, Nr. Goldenhill,
Stoke-on-Trent, England.



FOLLOWING in the wake of the tremendous shipments of E.D.S. jam to the Army and Navy of the Dominion and Great Britain come many letters complimenting us on the Superior Quality of our products.

The one here shown is from an absolute stranger who, on behalf of himself and his comrades, voices their approval of the choice of the Purchasing Department of the War Office. E.D.S. Jam on examination at the War Office in London, England, was pronounced amongst the very best of the products of forty different factories.

And, besides this, we have secured the contract to supply the winter camps of the Canadian troops all over the Dominion.

Quality and purity is the hinge on which E.D.S. Sales turn.

Swing the local jam business your way this winter by featuring E.D.S. products.

Order your supply to-day.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg; G. H. LAIDLAW,
Halifax, N.S.

Follow the line of least resistance Sell



The largest selling package sugar in Canada.

It took a great deal of money to tell the housewives in Canada about Lantic Sugar.

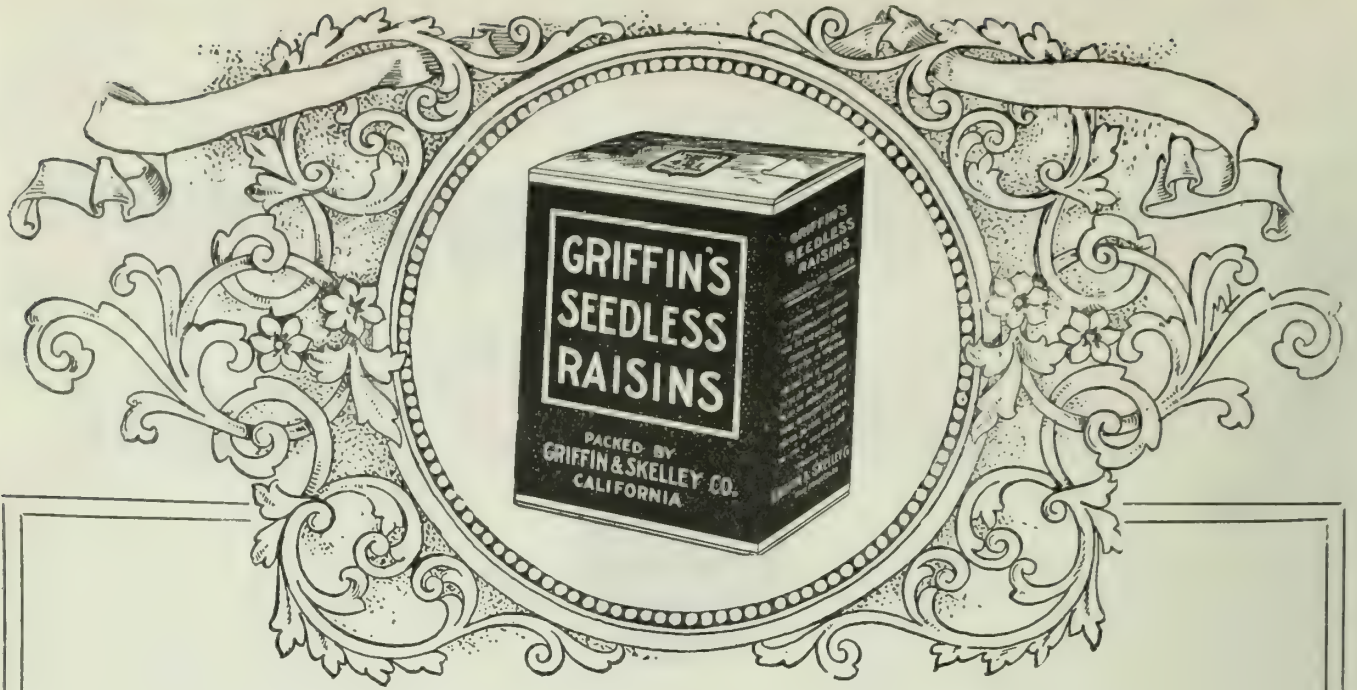
It took infinitely more time and perseverance to convince them of the quality of Lantic Sugar.

It has been, however, worth all the money, the time, and the energy spent in accomplishing our object, for to-day Lantic Sugar is not an uncertainty, but a great, big, real, live factor in your business.

Give the selling of package sugar a little thought. Figure up for your own information, its possibilities, taking into consideration all the elements that enter into the putting up of a barrel of sugar yourself.

The best proof is to order a case or gunnie of Lantic Sugar through your wholesaler, put up in 2 and 5-lb. cartons, 10 and 20-lb. bags.

ATLANTIC SUGAR REFINERIES, LIMITED
MONTREAL



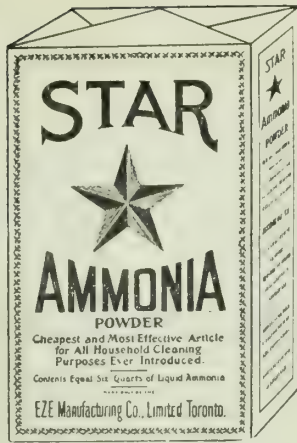
*Clean—
absolutely so,*

that's the reason why it pays your customers to buy and you to sell *Griffin's Dried and Canned Fruits* of all kinds.

The care exercised in selecting, inspecting, processing and packing Griffin & Skelley products is reflected in their fine quality, and is the real foundation for their daily increasing sales.

Griffin & Skelley's fruits come from California's finest vineyards and orchards. Their standard sets the lead for all America.

Best wholesalers handle them.



NOTICE OF REMOVAL

We beg to announce our removal to
182 Adelaide Street West, on December
1st, 1915.

Eze Manufacturing Co., Limited
Phone Adelaide 3899 TORONTO

BESIEGED!!

WITH ORDERS

OUR LINE HAS INTERESTED
MERCHANTS!! MANUFACTURERS' AGENTS!! AND
JOBBER!!
THROUGHOUT THE DOMINION.

Increased business has forced us into larger factory, equipped
with modern machinery and facilities to supply the demand.

"CANADA SOUPS"

are made in 16 varieties—put up in dresy packages, and
retails at 5c. Absolutely distinct in flavors, containing re-
quired food values.



Canada Foods, Limited, Toronto



Grand Prize

(HIGHEST AWARD)

Awarded at Panama-Pacific
International Exposition at
San Francisco.

Gail Borden EAGLE BRAND Condensed Milk

THE ORIGINAL

and leading brand since 1857.

Also GRAND PRIZE for
Borden's Evaporated Milk
and Borden's Malted Milk.
The Borden Quality and
Purity has won again.



11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins

"IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-

cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.
Kelly-Douglas Co., Vancouver, B.C.

Nicholson & Bain, Winnipeg, Canada
Universal Importing Co., Montreal, Que.

Shirriff's True Vanilla Dominates The Field



It gained this position by sheer merit. It had THE QUALITY that com-
manded success. Women found that it had a better flavor and bouquet, and gave
them better satisfaction than any other vanilla flavoring. As a result, Shirriff's
True Vanilla soon marched to the front rank and attained the leadership in
sales. To-day, it is practically in a class by itself so far as a national demand is
concerned. From the Atlantic to the Pacific the women of Canada recognize it
to be the highest quality vanilla extract procurable in this country.

If you are not handling Shirriff's True Vanilla it is reasonably certain that
you are losing some vanilla extract sales to your competitor who does.

Imperial Extract Co., Toronto

This name on the case
is your safeguard

MACRIS CURRANTS

Packed by
Galanopulos & Macris
Patras, Greece

JAPANS—"THISTLE" BRAND

the new season's stock is ready

By handling this well-known brand—23 years on the market—you get the advantage of better profits and build a tea name for yourself.

With our fine stock we can suit your trade and help you to a better tea business.

From 21c to 60c per lb.

Prompt and careful attention given to all mail inquiries for samples and prices.

Kearney Bros., Limited

33 ST. PETER STREET

MONTREAL

"SPECIALS"

Finest Ref. Beans, 2s (c/s 24)	Doz.	0.85
Cherry Grove Molasses—2-lb. Tins (c/s 36) ..		0.95
(Freight Paid in 5 c/s Lots)		

Finest French Packed Olive Oil—Ex Virgen,	Tin.	
½-Gal. Tins (20 to case)		\$1.10
Finest French Packed Olive Oil—Ex Virgen,		
1-Gal. Tins (10 to case)		2.15

ROWAT'S OLIVES—	Doz.	
D.W.C. Peacock, 12 Oval (Manz)		\$1.50
16-oz., Oval Superior Queen		2.25

ROWAT'S PICKLES A few casks 20-oz. Lever		
Tops.	Doz.	
MIXED, CHOW AND ONIONS		\$2.00

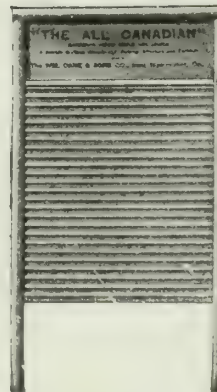
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LIMITED

Queen and Portland Streets

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The New All-Canadian, All-Wooden Washboard—*A serviceable, long-wearing washboard retailing at 20c.*



A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is built for long wear—the rubbing surface being made from specially selected Canadian hardwood.

A trial order will prove worth while to you. Send it in to-day.

The Wm. Cane & Sons Company
Limited

Newmarket, Ont.

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MADE
IN
CANADA



PORK AND BEANS

PLAIN

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TOMATO SAUCE

THE BEST IN QUALITY

THE HIGHEST IN REPUTATION

THE LEADERS IN SALES

STOCK CLARK'S and turn your money over
PROFITABLY AND QUICKLY.

W. CLARK, Limited, Montreal

Clark's



A LIGHT BROOM THAT'S GOOD

You know that you had been apt to look upon a light broom as a cheap, un-serviceable broom. Your customers preferred the light brooms, because they are easier to work with—then they came back and kicked at the quality.

Then came the

"NUGGET" Brooms

as light as the lightest, and as good and strong as any on the market—corn won't fall out, or turn up at the tip. Fine, smooth handle; stitched with four rows of yellow twine—a good, light broom that sells quickly and brings repeat demand.

Write for figures, etc.

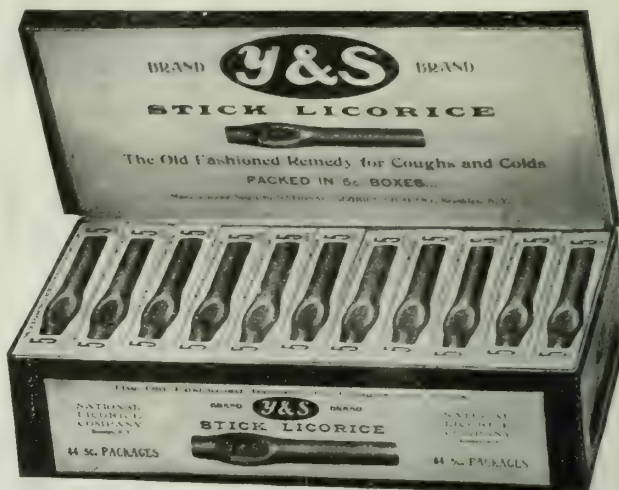
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This is only one of the winners in the line of Keystone Brand Brooms and Brushes.

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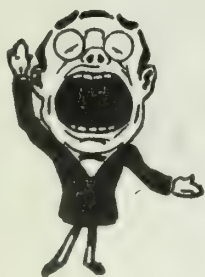
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The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL



I SAY!

The Same Terms for All Retailers

There are no "cut prices"—no special discounts—no secret rebates to dealers on "Windsor" or "Regal" Salt.

Every Retail Grocer pays his jobber what all the others pay—and they buy only through the jobbers.

The price and the quality are guaranteed and upheld.

It is this strict adherence to quality which has built up the enormous demand for "WINDSOR" AND "REGAL" TABLE Salts. Practically everybody in Canada uses them. For the sake of some "cut price" (which may not be as much as the discount allowed a competitor) a Grocer has got to overcome the universal preference for "WINDSOR" AND "REGAL."

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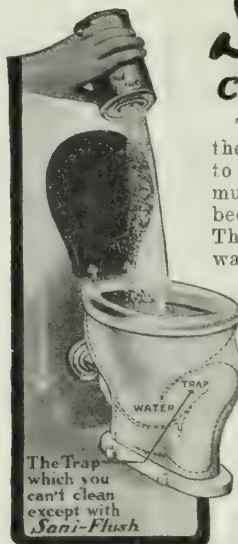
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The Canadian Salt Co., Limited, Windsor, Ont.

Your Customers Need

Sani-Flush

Cleans Water-Closet Bowls



The reason is simple—it provides the only quick, easy and sure way to clean toilet bowls. This work must be done properly or the bowl becomes offensive and unsanitary. The least expensive and the easiest way to do it is with Sani-Flush.

Find out for yourself by giving it a trial in your home or store. Then see how it appeals to economical housewives by making a display. Write us for assistance in selling Sani-Flush.

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Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Sarnia.
W. H. Gillard & Co., Sault Ste. Marie.
H. F. Eckardt & Co., Toronto.
Perkins, Ince & Co., Toronto.
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Campbell Bros. & Wilson, Winnipeg.
Walter Woods Co., Winnipeg.

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Every sale means a sale of satisfaction, a transaction that benefits buyer and seller alike.

You can sell GIPSY to every customer, but you cannot lose any customer in doing so.

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Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory
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They All Know King Oscar Brand

The public's attention has been repeatedly drawn to the many excellent points of this palatable sea food.



Every housewife in your community has heard of King Oscar Sardines. A little display in your store would put dollars of profit in your cash drawer, because King Oscar quality always creates repeat business.

Why not cash in on this during the winter months?

A stock displayed on your counter or placed prominently on your shelves will be the prelude to a bigger and more profitable fish business.

J. W. Bickle & Greeni n
J. A. HENDERSON
HAMILTON ONTARIO

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Ceylons, Indians, Japans, Chinas, Formosas

At first hand costs.

Specially selected for the Canadian Trade. Large selection from Stock or Afloat Teas.

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Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

John Duncan & Co.

Established 1866

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BY ARTEMAS WARD

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Its pure, delicious wholesomeness
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We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



They like to come for Symingtons

the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

SYMINGTON'S *Reg'd. Trade Mark* COFFEE ESSENCE

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

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Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



The Anchor Cap Makes All the Difference

between ready-selling, bottled goods to confident customers, and profitless, slow-moving goods of doubtful sealing.

The public are becoming more and more alive to the importance of having bottled goods properly and securely sealed, thus absolutely avoiding any risk of contamination.

You cannot give your customers a better guarantee of freshness in bottled goods than the Anchor Cap seal.

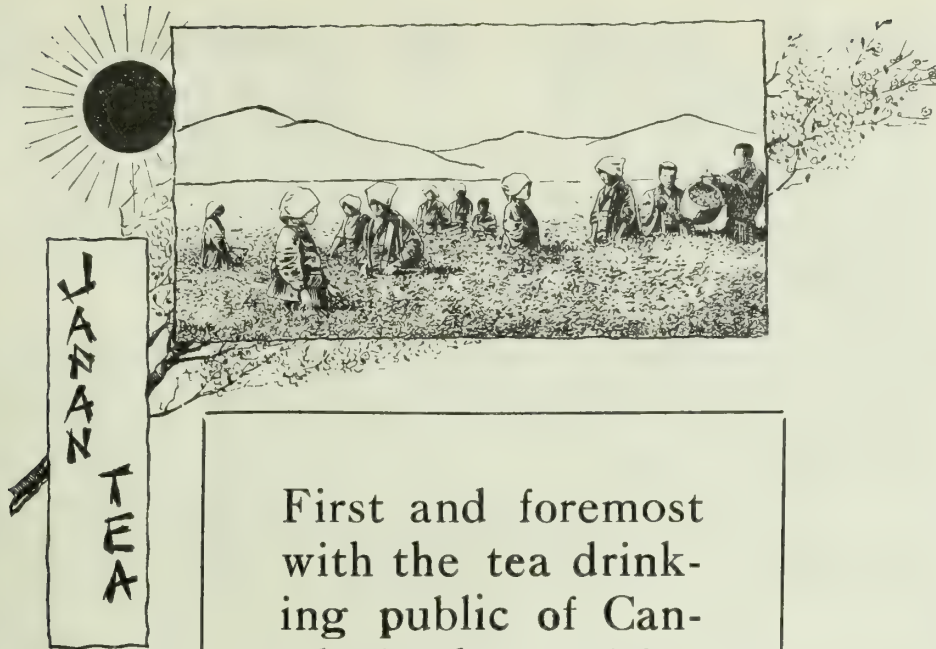
It stands for that absolute security which will materially increase the selling value of your bottled goods.

If you have not yet tried out Anchor Cap seals, ask your wholesaler to supply them on your next order. He can furnish them on any line whatever. Write him to-day.

**Anchor Cap & Closure Corporation
of Canada, Limited**

Sudbury St. W., Foot of Dovercourt Road, TORONTO, CANADA





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ada is the position
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JAPAN TEA

is reaching through
its unparalleled
combination of
purity, delicacy,
cleanliness, char-
acteristic aroma
and right prices.

Japan Tea comes
in natural green
leaf only. Your
wholesaler can
replenish your
supply.

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The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

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Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

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MACKENZIE & MORRIS LIMITED BROKERS

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Established 1885

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Manufacturers' Agents
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Wholesale Grocery Brokers
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Wire or phone

HARRY WEBB, TORONTO

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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private

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Flour, Feed, Grains, Potatoes.

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Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.

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Domestic and Foreign Agencies
Solicited.

W. H. Escott Co., LIMITED

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WINNIPEG
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A want ad. in this paper will
bring replies from all
parts of Canada.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

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Try it out

An EASY Tea

YOU will admit that it is easier to sell a line of trade-marked merchandise that is well and favorably known than it is to sell a nameless or little known line.

Red Rose Tea is one of the best known of trade-marked lines for sale in Canada. It is a great favorite. Its distinctive flavor, its splendid richness and its vigorous strength completely satisfy those who are particular about the tea they drink.

Red Rose Tea is practically a self-seller. It is an EASY tea to sell. It makes money for the grocer with little effort on his part.

Quick sales. Quick turnovers. Certain profits. Verily

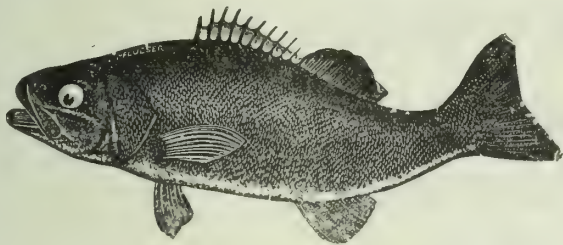
Red Rose Tea

"is good tea"

for the grocer.

Port Arthur, Ont.

47 William St.,
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SMOKED

Finnan Haddies, Fillets,
Kippers, Ciscoes, Bloaters

SALTED

Cod, Herring, Mackerel

FROZEN

Halibut, Qualla and Cohoe Salmon

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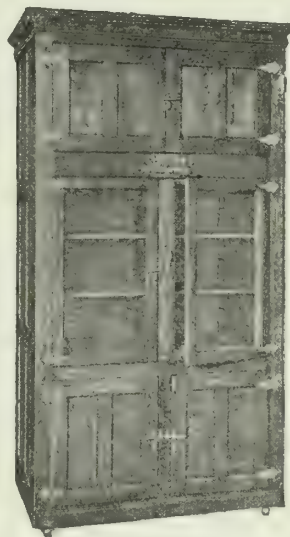
Salted and Frozen Lake Herring

Ask for a price list.

J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street TORONTO, ONT.



Get a "Eureka" for economy's sake

The saving in ice consumption that the "Eureka" Refrigerator will accomplish for you, means a considerable extra saving in dollars as well.

Then if you take into consideration its superior display facilities, which tend to create more sales, you will readily see that the "Eureka" is a money-maker and will quickly pay for the cost of installation.

The "Eureka" is carefully and scientifically constructed with a view to the absolute security of its contents. Zinc or any kind of metal likely to contaminate the

foodstuffs is absolutely eliminated.

It will profit you to learn all about the "Eureka"—the scientifically perfect refrigerator. A postcard to-day will bring you full particulars.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

The Most Digestible Cereal Robinson's "Patent" Barley

The easy digestible quality of Robinson's "Patent" Barley, combined with its power of nutrition, makes it the finest food on the market for infants and invalids, or for any person with impaired digestion.

There's a big "year-round" sale for Robinson's "Patent"

Barley, for its hundred years of satisfaction in Europe has helped to give it a quick and solid footing in the Canadian trade.

Order a supply through your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

Our fifty years' experience enables you to secure your customers with the world's finest coffees. If you are not doing so, you must be losing some very desirable trade.

CHASE & SANBORN
MONTREAL

CANADIAN GROCER

VOL. XXIX

TORONTO, DECEMBER 10, 1915

No. 50

Majority Favor \$1.35—15c. Line

Their Claim is That Retailer Doesn't Make Sufficient on a 10 Cent Article Costing \$1.00 Per Dozen—Some Absolutely Refuse to Handle Latter—A Few Only Favor It—A Valuable Symposium of Opinions

Prepared From Replies of Thirty-four Merchants

WHICH article do you prefer to sell and why—one costing you \$1 per dozen which retails at 10c, or one costing you \$1.35 per dozen retailing at 15c?

A manufacturer who is putting on the market an old line in a new package asks the above questions. Canadian Grocer submitted them to a number of readers in various parts of the country and replies are presented herewith. Reviewing these replies briefly, it may be stated that retail opinion is overwhelmingly in favor of the 15c line costing \$1.35 per dozen. The retailer prefers to get behind such a line chiefly because he can make some money on it, whereas a 10c line costing \$1 a dozen does not, he declares, produce sufficient margin to cover overhead expenses. Some grocers, however, prefer to handle the 10c line and they give their reasons.

Here are the replies themselves and they will certainly be found interesting by every member of the trade:

D. A. Morrison, Amherst, N.S.—"My preference would be decidedly in favor of the line selling at \$1.35 and retailing at 15c. My reason for this is that the \$1 line does not allow the retailer a fair margin over the cost of doing business and he should not be expected to handle any goods at a loss. The line at \$1.35 retailing at 15c affords a fair profit only, but one that should be satisfactory to the retailer."

J. S. Craed, Halifax, N.S.—"I prefer the \$1.35 per dozen article always, not alone on account of the extra percentage of profit, but because I can sell the one article as easily as the other one and at the end of the day I have larger results for the amount of energy expended."

Miss F. McNeil, Sydney, N.S.—"I prefer selling 'A' because the 10c art-

RESULTS IN BRIEF

A review of the replies to our question as to which article the retailer prefers to push, one costing \$1 per dozen and selling at 10 cents or one costing 1.35 to retail at 15 cents, shows the following results from thirty-four dealers:

Favorable to 10-cent line.....	4
Favorable to 15-cent line.....	29
Neutral	1
Total	34

icle will sell much faster than the 15c. Customers do not hesitate in purchasing a 10c article, but if it is 15c they tell you they will have to try it some time later, while the chances are they will never ask for it again."

C. W. Burnett, Fredericton, N.B.—"While I may be decidedly wrong, it looks to me as if I would get rich more quickly on selling 'B.'" With the 10c article I make 20c on the dollar, or 20 per cent. On the 15c article, or the \$1.35 purchase I make 45c on the dollar, which appears to me to be a fraction over 33 per cent. My contention is that the man who supplies food for the support of his fellow man's body deserves a fair return for his investment. The grocer is daily giving away his profits on more than one line of goods and the sooner he knows this the better."

It will be observed this dealer figures his profits on his invoice cost.

F. Keegan, Montreal, Que.—"I would much rather sell the goods costing \$1.35 a dozen because in selling the other line I get 20 per cent. only, while in selling the second the percentage is 33 1-3."

Here again the profits are being figured on invoice cost.

W. Claude Carter, Fesserton, Ont.—"On the article costing \$1 and retailing at 10c there is not sufficient margin, although the selling price is much more popular than is the 15c price. The one costing \$1.35 and selling at 15c would, however, give us a much better profit, and if good value, should sell as well as the other. We think that \$1 is too much to pay for a 10c article, as the cost of doing business is increasing each year."

Vanidour & Sons, Leamington, Ont.—"I would rather sell the one costing \$1 per dozen because the trade cannot cut prices on this, as it can on the 15c line. Many would be inclined to cut it and sell 2 for 25c. Therefore we would only make 16c a dozen."

Chas. J. McKeen, Springvale, Ont.—"I prefer selling the 15c line because it pays a better margin."

W. J. Cherney, Windsor, Ont.—"It is impossible to do business on a 20 per cent. basis on cost price at the present time. Labor and rents are high, as well as overhead expenses, all of which seem to eat up all one's profit. So I would say that the goods costing \$1.35 and retailing at 15c are the better, because they give us a better margin of profit."

Burnie & Co., Chatham, Ont.—"We would rather sell goods costing \$1.35 per dozen, retailing at 15c, than goods costing \$1 and selling at 10c each. The reason is, we are after the dollars and cents the same as everybody else."

J. W. Bryans, Havelock, Ont.—"We would prefer selling articles costing \$1.35 per dozen at 15c, as it would give

as a profit of 25 per cent., whereas articles costing \$1 per dozen and selling at 10c would only give us a profit of 16 2-3c, but in preference to either, we would prefer selling articles costing 90c a doz. at 10c, as 10c is a popular price with the consumer, and with a number of articles such as spices, the customer doesn't require the larger quantity."

This dealer is careful to figure his profits on selling price.

George Philip, Brougham, Ont.—"I would prefer the latter, as I would have 23 1-3c on each sale or 45c on one dozen. With the other line I would only have 12-3 cents on each sale, or 20c on one dozen."

M. Harkness, Alvinston, Ont.—"I would prefer the article (B) as there is more profit in it for what you have invested. And \$1 per doz. is too much to retail at 10c each. When a buyer wants to buy your stock, he considers first your turnover for the year, and this helps to sell your business. Also, the article you buy for 15c is nearly twice as big as the 10c article, because it costs but very little more to produce. It makes your sales larger at the end of the day."

Nap. L. Adam, Sudbury, Ont.—"I would rather sell the 10c article costing \$1 a dozen for the reason that very often the 15c line is sold at a cut price of 2 for 25c, while the other is always sold at 10c. The margin, of course, is small on the former, but there is never any cut price on it."

W. E. McMann, Major Street, Toronto.—"I would prefer selling the article costing \$1.35 per dozen at 15c each. Our motto in business is "Quality First, Then Price." You are not only giving the customer better value in the 15c line, but something which she will come back for and being satisfied with the goods, as well as the price, will advertise them to others, making more sales as well as more profits. On the other hand, a customer usually buys a ten-cent line to try it as it looks cheap. Too many of our grocers to-day injure their name and business by selling cheap goods simply to give somebody a bargain—quantity without quality. Speaking from experience, quality not only gets you a good profit, but a foundation and reputation for all time to come."

Theodore Legult, Sturgeon Falls, Ont.—"Which do I prefer to sell—\$1.35 doz. selling at 15c, netting 25 per cent., or \$1 doz. selling at 10c netting 13 2-3 per cent.?"

"The 15c line gives you more money and proportionately more profit by 81-3 per cent. The volume of one 15c sale is

50 per cent. in excess of a 10c sale and you get 33 per cent. or about 13c greater. Nevertheless "small profits and quick returns" is one secret of success and it is good policy in groceries to keep stock moving. It should be crisp and clean, and it is here that the \$1 line at 10c scores. Generally such a line is of good quality and well advertised at its retail price, 10c, which makes it a quick seller. Ten cents is a popular price and a child can be trusted with a one-piece coin. Of course this all naturally depends on the article selling well. Goods costing and selling such prices are usually standard leaders. There are also good leading lines at 15c, but boiled down to a choice, the 10c article is the more attractive in spite of our contrary wish, as there are more 10c sellers and it is a quicker cash inducement, only 10c. I do not infer in the above statement that I advocate pushing sales of the 10c article, as we rather sell the 15c, and we canvass sales with better profits, but I merely demonstrate that the bigger demand for the former makes it a better business brazer."

John Harley & Son, Sydenham, Ont.—"Your question does not state whether the 10c line and the 15c line are different grades of the same article, such as pork and beans. In any case we would naturally prefer to sell the 15c article, not only because it shows 25 per cent. profit on the selling price as against 16 2-3 on the 10c line, but because our customers are more apt to be satisfied. As we figure that our selling expenses are close to 15 per cent. of sales, there is nothing in the 10c line for us."

The articles in question are, of course, the same quality goods only one would be in a different sized package from the other.

A. Anderson, Princeton, Ont.—"I prefer handling the article costing \$1.35 as I would make more profit on the money invested."

John M. Schaeffer, Mildmay, Ont.—"I would prefer to sell the article costing \$1.35 per dozen at 15c, as it pays a profit of 25 per cent. on the selling price, while the other one we could not touch here as the margin of profit, 16 2-3 per cent., is below our cost of doing business."

W. Stedman, Camden East, Ont.—"The article costing \$1.35 and retailing at 15c is the one we favor, as it carries with it much the better margin."

R. M. Teall, Tilsonburg, Ont.—"We would rather sell an article costing \$1.35 and retailing at 15c than one costing \$1 and selling for 10c. We find it just about as easy to sell a 15c article as a 10c one, as there is usually little trouble

in convincing a customer that the former is of better quality, or else the size is larger in proportion to the cost, and is therefore cheaper. The higher priced article shows a profit of 25 per cent., while the other pays only 16 2-3 per cent. This in itself is a good argument in favor of passing the 15c line, for after all, most of us are in business to make as much money as we can legitimately."

G. J. Saunders, Steelton, Ont.—"I prefer the former—the 10c article. This would always sell at 10 cents, while at the Soo they would cut the other to 2 for a quarter."

A. J. Dyer, Ingersoll, Ont.—"I would sooner sell the \$1.35 per dozen goods because the percentage is better and the profit larger and I would experience no more trouble in putting it up than the lower priced goods. The manufacturer who puts up the dollar per dozen article to retail at 10c each has not much consideration for the retail man. By the time he pays freight and his overhead expenses there is not much in it."

J. B. Kemp, Pembroke, Ont.—"I prefer to sell the article costing \$1.35 per dozen at 15c. First, because there is a much greater percentage of profit on each sale, and secondly, because I like to educate the buyer into purchasing in larger quantities. Besides, it gets the customer away from that 10c sale that is so easily reckoned."

M. C. Nichols, Cobourg, Ont.—"I refuse to pay \$1 for goods to sell at 10c. I would sooner do without them: 90c to 95c per dozen is the highest price to pay for goods that sell at 10c. I would, therefore, prefer to pay \$1.35 and sell at 15c, as there is a better profit. Some wholesalers would like to have us pay \$1.40, \$1.45 and \$1.50 per dozen for goods to sell at 15c. All retailers should refuse to pay those prices. It would be easy for all of us if everyone were to say: No, we do not want them."

John A. McLean, Wyoming, Ont.—"It is much better for the merchant to push the sale of the article retailing at 15c. By selling one dozen of the 10c line he makes a profit on cost price of 20c, whereas by selling one dozen of the 15c line he makes a profit of 45c. On selling the same number he makes an extra profit of 25c on the 15c line."

Geo. Scott, Hensell, Ont.—"I would sooner sell the article costing \$1.35 at 15c each, because on it I would make 33 1-3 per cent. and on the article costing \$1, retailing at 10c, I would only make a profit of 20 per cent."

(Continued on page 36.)

Forty-Two Boxes of Biscuits in a Week

And This Represents Sale of Only Two Varieties—How the Paquet Company, Quebec City, Goes After Biscuit, Apple, Butter Business and Business in New Goods—Immense Quantities of Biscuits Disposed of—Sample Room Boosts Sales.

Especially Written for Canadian Grocer

BISCUITS must be a revenue-producer or else The Paquet Company, Quebec City, would not have handed over a whole corner of the grocery department for their display. It will be observed in the accompanying illustration that the lower-priced biscuits are shown in large wooden boxes, having covers of glass in polished frames. The latter are permanent, and are made loose in order to fit any box. Each is ticketed, prices varying from ten to twenty cents per pound.

For certain kinds the demand is very heavy. There is a tea biscuit which retails at 12c per pound; of this The Paquet Co. disposes of some thirty-five 16-lb. boxes every week. There is also a wine biscuit, selling at 14c, of which they dispose of eight to ten boxes each week.

Behind these cheaper biscuits comes the counter, and behind that, on shelves neatly arranged according to name of manufacturer, are several tiers of Old Country and Canadian biscuits in tins. Some of these are for permanent display, while others, having glass covers, are carried to the counter and shown when necessary to determine the character of biscuit required. The lid is not removed, so that no air enters the tin, and the biscuits themselves are not handled by the customer.

The display of various makers' tins on the shelving is pleasing to the eye, the many colored packages eliminating possibility of monotony. It also stamps the department as headquarters for biscuits.

Annual Sales Boosted to 100 Tins

Imported biscuits are displayed in fancy mahogany finished cases at convenient corners of the department. This

line was introduced a year ago, and sales now amount to about a hundred tins annually. Altogether, over four hundred different kinds of biscuits are handled by this firm.

Sold 2,500 Barrels Apples

Each year, about Nov. 1, when Quebec apples begin to arrive freely, a large purchase is made by The Paquet Company, and these are offered to the public at reasonable prices as an inducement to come into the department. Last year, from the time apples commenced to arrive in October to the end of November, the sales amounted to over 2,500 barrels, the apples being sold by peck measure, and by the barrel.

A Big Butter Turnover

One of the strong points of the Paquet grocery department is their butter. They have pushed sales, until they now aggregate 200,000 lbs. per year. The two strong points about Paquet butter, which they emphasize strongly, are that it is wrapped in tissue paper and cartons by machinery, and that it is fresh.

Butter is purchased in the country, and brought to the store, where it is cut and wrapped by machinery. Thus, when a customer asks for a pound, she is handed a pound carton; if four pounds, she is handed four cartons. The cartons are so made that warm weather will not soften the contents.

For a long time, cartons were used for creamery butter only. This year, because of the saving in time, dairy butter was also put up in cartons, the wording on the



Upper illustration shows biscuit display in The Paquet Co.'s store, Quebec City. Lower one is a corner of the sample room described in this article.

wrapper being red, to distinguish it from the blue on the creamery carton. The cartons bear a request that the customer use a transfer when buying in the store.

Here is a psychological point which will interest the larger stores. It has been found in the Paquet store that if a customer can be induced to use a transfer, her purchases in the department are considerably greater. There is a temptation to buy more than if she were handing out the money. She does not realize how much money she has spent until she is settling her account at the office down below.

The Paquet Company have not felt justified yet in opening a restaurant. Instead, they have transformed their tea and coffee department into a booth, at which liquid refreshment is served free of charge.

This serves as a stimulus to their tea and coffee trade, being more or less a demonstration booth, and at the same time helps their sale of biscuits. The sale of the latter is so large, a special department is required.

One of the conditions of securing a free drink is that the customer purchase biscuits in the store. The tea and coffee booth is provided with neat tables and chairs, while refreshments are also served at the counter by a young woman, who not only serves tea and coffee, but also makes sales of both package and bulk teas. Hot water is secured from urns, which are heated by steam conducted from another section of the building.

To make a good impression, only the best cream and sugar is used, the latter being fruit sugar, which dissolves immediately, and requires little stirring. As a rule, too, the best tea and coffee is served.

On the counter are displayed teas and coffee, the latter, in the bean, being shown in saucers, with a card bearing the name of the coffee and the price. Sales of bulk tea average 50c per lb., although it is carried as high as 70c. The majority of the coffee sold is Mocha and Java. Santos sells in medium quantity. An electric coffee grinder stands in the centre of the booth, so that customers can see it ground right on the spot. Cocoa is also served in large quantities, as well as all kinds of beef tea.

A Sample Room

It has become the custom now in many large stores to have tables at which orders can be taken, either over the 'phone or personally. Difficulty is often experienced, however, in having samples near enough at hand for the customer to see. Paquet's overcome this by having the four order-taking tables in a sample room, which consists of an enclosure about six feet square, the walls

being about four feet high. On the inside of this wall are five tiers, on which are arranged samples of every sundry and specially carried in stock.

The goods are not allowed to remain long enough on the shelves to become stale. The tiers are covered with white paper, and there is one telephone in the enclosure. It is an advantage for the customer to have the goods in her hands, and to have seen exactly what she has purchased. Such a booth also induces customers to buy. Often a woman will reach over for a bottle and ask: "What's this?" Women are sometimes forgetful, and often enter a store hardly knowing what they require. It is easy to see how such a sample room will boost business. Then, again, customers often forget to write certain items on their lists, and are reminded by seeing them in the sample room. When new goods are introduced, this makes an excellent place in which to display and push them.

What Readers Say

PRAISE FOR FALL NUMBER

The Canadian Grocer.

Gentlemen: Enclosed please find cheque for \$2.00, subscription to your valuable paper from July, 1915, to July, 1916. It is worth twice the price and I would not be without it for anything. The Fall Number was a dandy. It is a paper that every grocer should keep, as it is a great help to clerks.

Wishing you every success,
HALMER ELLERGODT.
Castor, Alta., Nov. 16th, 1915.

The Canadian Grocer,

Dear Sirs:—So sorry not to have sent this before. I herewith send cheque.

Your paper is a great help to small grocers. I have benefited much one way and another from it. Will certainly avail myself of Editor Huston's offer of help, should I need it.

C. H. BUNNETT,
Maple Bay P.O., Van. Isld., B.C.

ARE VERY BENEFICIAL

MacLean Publishing Co.:

Dear Sirs:—Enclosed please find Express Order to renew my subscriptions to DRY GOODS REVIEW, MEN'S WEAR REVIEW and CANADIAN GROCER.

I find your publications very beneficial and would not be without them in my business.

OTTO C. WEPPLER,
General Merchant,
Neustadt, Ont., Nov. 23, 1915.

CONTENTS OF ACTUAL VALUE

Canadian Grocer:

Dear Sirs:—I did write you I would not take this paper, but when I got a little time to read it I decided it was worth \$2, so I enclose you postal note for one year's subscription. I found some very interesting pieces in it last night.

J. A. RIDDLE,
Camwood, Nov. 19, 1915.

DID NOT DISCONTINUE

CANADIAN GROCER

MacLean Publishing Co.:

Gentlemen:—I am sorry that this misunderstanding has occurred in connection with CANADIAN GROCER.

It was the ——— that I told the mail-carrier that I wanted stopped.

I would not be without CANADIAN GROCER for twice what it costs.

W. H. WIGHTMAN,
Sault Ste. Marie, Ont.,
Nov. 25, 1915.

APPRECIATED VERY MUCH

Canadian Grocer:

Dear Sirs:—Find enclosed postal note for \$2 for subscription to CANADIAN GROCER which I appreciate very much.

N. L. ADAM,
Sudbury, Ont., Nov. 27, 1915.

LIKED FALL NUMBER

MacLean Publishing Co.:

Dear Sirs:—Enclosed find \$2, subscription to CANADIAN GROCER. Find it very useful. Your Fall Sales Number was splendid.

J. A. McLEAN,
Wyoming, Ont., Nov. 23, 1915.

WORTH FIVE TIMES PRICE

MacLean Publishing Co.:

Dear Sirs:—Enclosed please find cheque for \$7, for subscriptions: \$5 for MACLEAN'S MAGAZINE and \$2 for CANADIAN GROCER, which latter paper I would not be without for five times the price.

G. WILLIAMS,
Moose Jaw, Sask., Nov. 22, 1915.

SOON SAVED ITS PRICE

Gentlemen:—

Find enclosed M.O. for Two Dollars for CANADIAN GROCER.

I am very thankful to you for sending this paper to me. I consider I saved the price of it in one line of groceries.

W. A. SINGLETON,
Singleton, Ont., Nov. 29, 1915.



An exceedingly fine Christmas goods trim. This has been used by Bowling & Reed, Brandon, Man., and illustrates a display on which there was a great deal of time spent.



Christmas window of Wm. Care & Son, Toronto, shown last year. The symmetrical arrangement, the flag idea and the fruits in hoops are features.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

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UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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No. 50

FOOLED THE PRICE-CUTTER

IN last week's issue the suggestion was made that members of Grocers' Associations and others buy up all the goods they can from a price-cutter who puts on a sale below invoice cost. The editorial was written with special reference to a 5, 10 and 15-cent store in Toronto, which a short time ago was selling standard granulated sugar in 2-lb. cartons at 5c a pound, which at the time was costing \$6.46 per cwt. in sacks.

Since the appearance of this item our attention has been called to the fact that this same suggestion was recently carried out in a Western Ontario city. Sugar was put on sale by a certain retail firm at 5c a pound. This was away below invoice cost by a considerable amount and so an Italian dealer in the city in question decided to make some money out of it. He sent all the messengers he possibly could get to the cut-price store and bought up all the sugar he could lay his hands on. The result was that he was able to retail it at regular prices and make about \$1.50 per cwt. better profit than he otherwise could have done. There was also less sugar for the bargain hunters, which no doubt would cause considerable dissatisfaction on this account.

Why shouldn't this idea be tried in every town or city in Canada where some desire to get advertising by selling under invoice cost any staple line of goods.

WAR TAX STAMPS MISSING

SEVERAL retailers in different lines of trade have recently been fined for selling proprietary medicines and certain toilet articles which did not bear the Government war tax stamp. Canadian Grocer has frequently called our readers' attention to this matter and urged them to see that all goods of the proprietary medicine character carry the war tax

stamp. It is certainly much cheaper to do this, than to have to stand a fine once or twice a year for non-compliance with the regulations.

The Government has a large staff of food inspectors for all districts in Canada and these men are quite likely to drop into any retail store at any time to see whether the regulations are being lived up to or not. The penalty is from \$50 up to \$250.

UN SOUND RETAIL TACTICS

CONSUMERS have very often some interesting tales to tell of treatment they receive from their grocer and of prices various retailers charge them. Here is one story: A certain consumer was paying her grocer 38 cents per lb. for creamery butter of a particular brand. Her household requirements were about 3 lbs. per week. One day, while in the butcher store nearby, she observed a display of the same butter, and asked the price of it. It was only 34 cents a pound. The woman bought 8 lbs. of it at that price, thereby making a saving of 32 cents.

Next time the grocer was taking her order he asked her about butter. Of course she didn't want any, and her reasons were requested. She pointed out that she could buy the same butter at 34 cents at this particular butcher store, for which she was paying him 38 cents. The grocer immediately took the matter up with the firm supplying the butter and the question naturally became an involved one for both the firm and the butcher. Each retailer was paying 33 cents for this particular brand. This meant that the grocer, while making 5 cents per lb., was really realizing less than 14% on his turnover, which would not pay his overhead expenses. The butcher was, of course, making considerably under that, as he only got one cent on a sale of 34. He was certainly not doing business legitimately and he has led the cus-

tomer in question to believe that her grocer is robbing her.

This is the sort of "business" that is injuring the retail trade to-day. Such tactics are creating in the mind of the consumer the idea that all retailers are more or less thieves and robbers. CANADIAN GROCER has always maintained that the retailer should get a fair profit on everything he sells. We do not believe in cutting prices. We invariably urge him every time to sell quality goods and not to cater to price. Few others succeed nowadays.

TABLE SYRUPS ANALYZED

A REPORT on "Table Syrup," other than maple has been issued by the Inland Revenue Department at Ottawa. Altogether 200 samples were analyzed, purchased by Government Food Inspectors in January, February and March last, in various districts throughout the country. The samples are classified as follows: Cane Sugar Syrup 49; essentially glucose syrup 109; mixture containing a considerable percentage of sugar syrup 27, and molasses 15.

In submitting this report to the Department, the Analyst points out that glucose or corn syrups are most largely found and that they are perfectly wholesome articles of food. The above figures would indicate that retailers are selling them quite freely.

PLUG TOBACCO REGULATIONS

MANY in the trade do not seem to realize there is a law against retailers selling plug tobacco from anything but the original package. When a manufacturer or wholesaler sells a retail dealer a caddy of plug tobacco there is always a stamp on it to the effect that the duty has been paid. This must be available should an inspector call at any time. If, however, a dealer only wants a part of a caddy, the manufacturer or wholesaler has the privilege of breaking open the caddy to send the smaller quantity, but the Inland Revenue Department compels the manufacturer or wholesaler, when doing this, to pack the smaller quantity in a paste-board box or some other suitable package, and also requires him to place a stamp on it for which the manufacturer or wholesaler pays \$1 for 1,000. It is, of course, up to the manufacturer or wholesaler to place this stamp on the cardboard box and not the retailer.

The regulations, however, distinctly state that the retailer must keep the plug tobacco in the original cardboard box or caddy until it is all sold and then these boxes must be destroyed. This does not apply in any way to cut tobacco in packages. These packages can be taken out of their boxes for display purposes in any way the dealer desires.

A food inspector has called Canadian Grocers' attention to the fact that a number of retailers are taking plug tobacco from the original caddy or box before it is sold to the ultimate consumer. This is

against the law and there is a penalty attached to it of \$50.

PREDICTS TIDE OF EMIGRATION

THE Ninety-Eighth Annual Meeting of the Bank of Montreal, held at the head Office, in Montreal, on Monday, was marked by some very important announcements as regards the manner in which the Dominion of Canada had come through a year when unprecedented conditions had to be met and by references as to the precautions that would have to be taken in order to properly adjust the situations that had still to be faced. The addresses made at the annual meeting are looked forward to with unusual interest, owing to the insight they afford into the actual conditions in the country and, on this account, the addresses made by H. V. Meredith, president, and Sir Frederick Williams-Taylor, general manager, will, this year, perhaps more than ever, attract unusual attention.

Mr. Meredith points out that all things considered, the trade of Canada is well maintained, both as to volume and character. For some time before the outbreak of war, a restraining hand was placed on speculative ventures which, in an era of prosperity, had run to dangerous excess and we were, as a consequence, fairly well prepared to face the closing of the London money market to failures of many kinds. A temporary dislocation in many branches of trade followed. Reorganizations in some cases were and may yet be found necessary to adjust capitalization to earning power, the only logical course to be pursued when such conditions had to be dealt with. As the year progressed, the effect of the war on the trade of Canada proved less injurious than was expected, in fact, business conditions distinctly improved. It is estimated that the grain crop of Manitoba, Saskatchewan and Alberta has a market value to the producers of approximately \$400,000,000, in the use of which we may anticipate not only the liquidation of much indebtedness, but the stimulation of current trade. These truly remarkable results, he considered, will have the effect of attracting the tide of emigration to our shores when the world is again at peace.

EDITORIAL NOTES

BETTER BUSINESS is in the air.

BE SURE you enter your best Christmas trim in Canadian Grocer's contest.

CHRISTMAS IS all but on us—have all your customers been solicited for their baking materials?

PRICE-CUTTING, says a contemporary, does not mean "meeting competition": it means getting scared. And that pretty nearly hits the nail on the head.

Start Handling Fish in Advent

It is One of the Seasons of the Year When the Demand for Frozen Stuff is Heavy—Advice on What to Do in Case of a Mild Spell—List of Suitable Lines to Handle—A Window That Attracts Crowds

THE season of Advent extends over a period of three weeks, and closes with Christmas Day. There is naturally an exceptionally big demand for fish during this period, and the sales of frozen fish are particularly heavy if the weather is cold. Wholesalers have been flooded with orders for frozen stuff, but have been debarred from delivering it on account of the remarkably mild weather which prevailed right into the month of December.

Because it is essentially a fish-consuming period—one of the longest of the year—Advent is a propitious time for the grocer who has never handled fish before to make a start. At this time of the year all varieties of frozen fish are available, and with good cold weather there is no need of special equipment to offer the fish. Retail grocers within easy reach of the larger centres are able to secure a daily supply from the wholesaler, and a time like this gives him an opportunity to select the best variety likely to suit his customers.

After he has discovered what is wanted by the public in his particular section of the country, it is plain sailing for him, as the large dealers usually see that he is well supplied, and both he and his wholesaler will benefit by keeping in touch, and giving satisfaction to the consumer.

Easy as Handling Wire Nails

There are few new ways of handling frozen fish. In the case of fresh fish, the tendency is to-day for grocers to instal small refrigerating plants, or at least to be well equipped in the way of refrigerators. In the case of frozen fish, the weather is everything. A Montreal wholesaler says "it is as easy an handling wire nails, but the dealer must be favored with seasonable weather." That is one of the biggest drawbacks to people who are not supplied with cold storage plants.

It might be well here to give a little advice to dealers who are new in the frozen business as to what to do in case of sudden spell of really mild weather. This advice comes from one of the most successful fish men in Montreal. He says: "In the case of sudden mild weather, I would advise the retailer of frozen fish to pack the fish in a tight box, well covered to keep the outside heat from coming in contact with the fish. Then place the fish in a room or building where least air draught is likely. This acts as a sort of insulation. The fish have a degree of cold, and by keeping them tightly packed, they become a sort of cold storage plant themselves."

The profits on frozen fish are proportionately larger than on any other kind, and as a rule give much better satisfaction to the dealer. Experience shows that at this time of year the general trend is towards frozen fish rather than to salted, prepared or canned fish, and it is evident to every one in the fish business that with improvements in handling, more trade could be developed. Good frozen fish, well taken care of, are nearly as palatable as fresh fish.

More Boosting Required

One of the great-

est drawbacks to the fish trade is the lack of advertising this article of food receives. Most grocers and produce men do not advertise fish at all. They buy it simply because they expect to have some demand, but as a rule they are not inclined to push it as they would any other of their food products. This is simply because they are sure of a sale of a certain quantity.

The best varieties for the grocer to handle, perhaps, are salmon, halibut, codfish, herrings, dore, whitefish and smelts. These are species which are likely to meet with most favorable consideration from the consumer. In some localities some lines would be in bigger demand than others. These are fish that are easily handled, are clean, and have little smell.

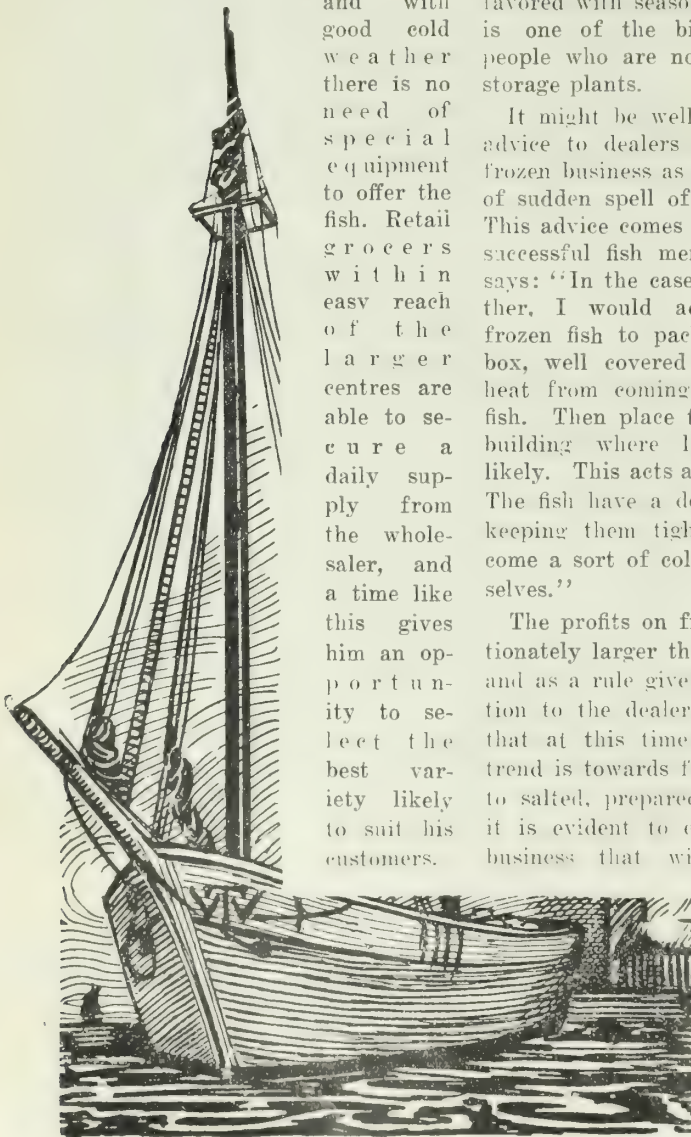
Use the Window Occasionally

With men who have a natural penchant for tasteful display, a very interesting window trim might be made of fish, which would appeal especially to people who are interested in natural history. The writer has often observed a large crowd of people gathered around the window of Fraser, Viger & Co., 211 St. James Street, Montreal. On investigation, it is often found that the excitement is caused by a simple display of a number of lines of fish. There is never anything elaborate in the window displays of Fraser, Viger & Co., but they invariably attract a crowd, as they are made of food products usually neglected by other dealers in their windows.



THIS SOLDIER DREW A WATCH

Tinned salmon packers are evidently adopting the "lucky bag" system to popularize their delicacies. The first discoverer of this "all prizes and no blanks" business is Private William Cockerill, whose home is in Victor St., Hull. This gallant soldier was on service in the Dardanelles, where he got wounded. He is now all right again, and is at camp in Dorset. He writes to his wife, Mrs. Ellen Cockerill, that he had opened a tin of salmon in camp, and was turning out the contents, when he found a girl's silver watch inside the tin. He, of course, wound the watch up, and to his surprise it went for three days. From this experience we can deduce that the salmon treatment is highly beneficial. A watch which runs three days without winding is surely "some watch."—The British Fishing News.



Where Canadian Grocer Goes

DURING the month of November no less than 145 merchants in various parts of Canada subscribed for this paper. This made a total of 1,256 new subscriptions since January 1st, and during that time no less than 3,596 renewals came in. Altogether the number of paying subscribers to Canadian Grocer has been brought up to 5,062, which is entirely apart from exchanges and copies sent to advertisers. The subscription price is \$2 per year.

Herewith is a list of post offices from which the new subscriptions came during November. It shows that not only the better class of grocers among the larger centres are readers of Canadian Grocer, but the solid, substantial grocers and general merchants throughout the country are on our lists. Altogether there are 124 post offices represented here:

Abbey, Sask.	Grand Manan, N.B.	Riviere Du Loup Sta., Que.
Alma, N.B.	Granton, Ont.	Robson, B.C.
Almonte, Ont.	Harborville, N.S.	Roseneath, Ont.
Alsask, Sask.	Harriston, Ont.	Rustico, P.E.I.
Amherst, N.S.	Hearst, Ont.	Scugog, Ont.
Annapolis, N.S.	High Prairie, Alta.	Sedwood, Sask.
Auckland, N.Z.	Holmfirth, Man.	Selmah, N.S.
Avonlea, Sask.	Hughton, Sask.	Shannonville, Ont.
Baddeck, N.S.	Inwood, Ont.	Shediac, N.B.
Bath, Ont.	Iona Stn., Ont.	Shelburne, N.S.
Bayfield, N.B.	Irma, Alta.	Simcoe, Ont.
Beaver Pt., B.C.	Kenilworth, Ont.	Smithers, B.C.
Bedford, Alta.	Killarney, Ont.	Sowerby, Ont.
Bellevue, Alta.	Kingsclear, N.B.	St. George, N.B.
Belmont, N.S.	Kirkland Lake, Ont.	Strathmore, Alta.
Bicotasing, Ont.	Ladysmith, Que.	Stratford, Ont.
Bowmanville, Ont.	London, Ont.	Sydney, N.S.
Brandon, Man.	Lucknow, Ont.	Tidnish Bridge, N.B.
Bridgeburg, Ont.	Medicine Hat, Alta.	Toco, B.C.
Broderick, Sask.	Merritt, B.C.	Toronto, Ont.
Buckingham, Que.	Milton, N.S.	Trenton, Ont.
Bunt Church, N.B.	Montreal, Que.	Troy, Ont.
Bury, Que.	Myrtle Stn., Ont.	Uffington, Ont.
Campbells Bay, Que.	Nelson, N.B.	Union, B.C.
Campbellton, N.B.	Norwood, Man.	Vankleek Hill, Ont.
Cape Breton, N.S.	Newstadt, Ont.	Vera, Sask.
Chandler, Que.	New Ross, N.S.	Victoriaville, Que.
Chester, N.S.	Oakshela, Sask.	Wallace, N.S.
Clarkes Hbr., N.S.	Orillia, Ont.	Welland, Ont.
Consort, Alta.	Pangman, Sask.	West Northfield, N.S.
Creighton Mine, Ont.	Port Perry, Ont.	Whitemouth, Man.
Doddsland, Que.	Penhold, Alta.	Whitney Pier, N.S.
Drummond, Que.	Peterboro, Ont.	Windsor, Ont.
Elstow, Sask.	Port Dover, Ont.	Winnipeg, Man.
Embro, Ont.	Preston, Ont.	Woodburn, Ont.
Emburn, Ont.	Quebec, Que.	Woodlawn, Ont.
Endako, B.C.	Readlyn, Sask.	Wooler, Ont.
Fredericton, N.B.	Regina, Sask.	Worthing, Ont.
Galoras, N.S.	Ridgeville, Ont.	Yarmouth, N.S.
Glen Robertson, Ont.	River Bridge, N.B.	

Wants the Apprenticeship System in Canada

Writer Maintains That Because Anyone Can Be a General Merchant There is Not Sufficient Dignity to Retail Commercialism
—A Case in Point is Cited

By F. C. Williams

I HAVE a clipping before me from The Canadian Grocer entitled "Elevate the Grocery Business", which says: "There is, of course, not much use in anyone drawing attention to evils in the trade if he does not suggest remedies to overcome them." The grocer in question (who was speaking on the subject) strongly urged the apprenticeship system for every grocery clerk in Canada. Men who have an Old Country training, he claimed, make the best clerks and the best grocers, and "if we could have this system here," he added, "and see that the wholesale grocers do not start a man in business unless he is apprenticed, we would put our business on a much higher plane."

There are at present no special regulations for dignity, qualifications or standards to the merchandising profession. Anybody can be a general merchant. There are, of course, some firms who will not lower their high standards of dignity and commercialism.

But what would you think of a man coming in from the farm and buying out a doctor and commencing the practice of medicine? I know a village in Ontario where a young fellow after serving over five years in hard, close apprenticeship in general merchandising, took over a small, struggling business, with a general stock of five hundred dollars.

That young fellow had been taught the general business from beginning up—from the warehouse to the ledger—from the sales-slip to the bank. At the end of fifteen hard, close, attentive years the building has grown to double its size—the stock has grown to eight thousand dollars and sales increased seven times that of the first year.

Along came two "bright" boys, backed up by a father who had some cash. These boys had no experience and neither of them ever served any apprenticeship. They informed the general merchant of the village that he must either sell out to them or else they were going to open out a business of their own. In other words he was to, "get off the job."

Of course we live in a free British Empire, not in a country where might is right; and so this general merchant—a true merchant by virtue of apprenticeship qualifications and experience advised the boys that his business was

not for sale. What happened? The father of the boys financed them and fitted them out. Wholesalers, of course, supplied them, but not many of those who were doing business with the old established firm. It is an interesting fact that travellers of different firms had to come and unpack, mark up, and place on the shelves various lines of goods for them. What do you think of that? And some wholesalers allowed these so-called students of the commercial profession behind the curtains into all the advantages, prices and secrets (if there are any such things) and gave them a place on a par with the qualified merchant of that village.

I say if there is any dignity in that kind of business I would like to know where it is. What happened?

The young men remained in the field about a year—sold goods at any old price, sometimes not even knowing what the article cost and toward the last offered goods at what they cost them. Some of the wholesalers continued to sell them right up to the time they disposed of their business to a young man who also had little or no experience. Legitimate trade in that village was, of course, more or less demoralized.

Now what is the remedy for all this? In two words, I would say, "Apprenticeship and qualification," and the sooner we get them the better.

A TRUE FABLE IN SLANG

(Apologies to George Ade.)

The Old Time Grocer couldn't Get Next to the reason why some of his Regulars would Double Cross him every once in a while by slipping off the Straight and Narrow Path, and trading at the store of his Arch Enemy, grocer Weid A. Wake, across the street. We wondered how it was that he let them Get Away from him. Hadn't he been On the Job at the Same Old Stand for so-and-so many years? One Saturday he Put the Question to Mrs. Jones and she Spluttered thusly: "Oh, I do see such nice things in his window, and usually just the things I need." The O. T. G. figured that his window was just so much more space into which to throw Various and Miscellaneous articles; but he changed His Mind, and is now running Neck to Neck with Mr.

Weid A. Wake for the business of the neighborhood.

Moral: It's a wise little window that catches customers. Wm. H. Meyer.



ENLISTMENT IN BRITAIN

A friend of Canadian Grocer in Langport, Somerset, England, has sent Canadian Grocer the following clipping from a local paper there to show what employees of business concerns are doing in the way of fighting for their country: To the Editor of the Langport and Somerton Herald.

Dear Sir,—We have been tabulating particulars with regard to the enlistment of our own employees of military age, and a result is shown so satisfactory from the point of view of the country, that although we know how well this immediate neighborhood has responded, we think it must almost constitute what is nowadays called "a record."

We find that of our 135 people, we had 60 employees of military age at the outbreak of war.

Long before there was any question or likelihood of compulsory service, 38 of the 60 had joined the army or navy—9 went to India, 9 to Burmah; the remainder being distributed mainly in the Somerset Light Infantry, West Somerset Yeomanry, Coldstream Guards and Duke of Cornwall's Light Infantry.

Since August, 1914, we have engaged 4; and 2 have attained military age since then. The 4 were engaged on the understanding that on physical grounds they were not eligible for war service.

Of these engaged to replace in some small measure our losses, 1 has recently joined the army, and of 6 others of military age who left us owing to the war, we know that some have now joined the army, so that our total loss is 45.

We appear, therefore, to have spared nearly three out of every four of our men of military age, and all of them have answered their country's call—let it be noted—quite voluntarily, without pressure from us, although with our good will and our promise of reinstatement if possible after the war.

Of the comparatively few now left in our employment between the ages of 18 and 41 all are required by us if our business is to continue: 11 of them are married, leaving 8 single men (of whom 5 are medically unfit), who are engaged entirely in the farming or wholesale seed growing department of our business, as distinct from our plant nursery. These few are not only indispensable to us, but are, we presume, valuable to the country, as well as to the neighborhood, in their present occupation.

Yours faithfully,

KELWAY & SON,
Per James Kelway.

CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.

Quebec and Maritime Provinces

Milne, Coutts & Co., general merchants, St. George, N.B., sustained a fire loss recently.

T. Geddes Grant, of Port of Spain, Trinidad, is a visitor in the Maritime Provinces. He is there on a business trip.

C. A. and M. H. Maxwell, merchants in Sackville, N.B., have recently located in new quarters at the corner of Bridge and Lorne Streets.

L. F. Pye, representative of John Duncan & Co., tea importers, Montreal, for Kobe, Japan, is at present in Montreal.

W. J. Falle, who has been conducting two grocery and meat establishments in Montreal, at 51 Prince Albert Avenue and 299-301 Colbrook Avenue, has disposed of the Prince Albert store to Jos. Herman, and will for the future devote himself entirely to the Colbrook Avenue business.

Ontario

S. Cathcart, general merchant, Court-right, Ont., died recently.

Marshall Bros., grocers, Toronto, Ont., have sold to Jas. Tamblyn.

W. C. Tudor, general merchant, Thedford, Ont., has sold to L. S. Parkinson.

F. C. Toon, grocer, Talbot Street, London, Ont., has sold to Whitmore & Co.

Ivy & Barlow, Cochrane, Ont., have opened their new grocery and provision store.

F. Campbell has bought out J. W. Scott, grocer, Colborne and Simcoe Street, London, Ont.

The Eze Manufacturing Co., ammonia manufacturers, Toronto, have moved to 182 Adelaide Street.

Stock of the Earle Co., general merchants, Creemore, Ont., has been sold to McJannett, Ltd., of Gravenhurst.

J. C. Moore, grocer, St. Mary's, died very suddenly after four weeks' illness, which at first was not thought serious.

Fred Sayers, grocer, Huron Street, Stratford, Ont., has made a large addition to his store, and has improved it in many ways.

E. Ballantyne, grocer, St. Catharines, Ont., has installed a new display counter with a number of bins at the rear, for giving greater facility to handling the goods.

P. E. James, of James Bros., grocers, Brantford, Ont., and Geo. Sager, traveler

for the W. Paterson Co., biscuit manufacturers, of the same city, have enlisted for overseas duties. Both hold the rank of captain.

The Canadian Government has practically decided to include fish on the rations of Canadian soldiers in England and at the front.

Joseph A. Skirrow, treasurer of the Wm. Rennie Seed Co., Toronto, died recently as the result of a cold contracted while on a tour of the Western branches of the firm. He was 50 years of age, and had been with the above company for 34 years.

According to the Trade and Commerce Department at Ottawa, the Belgian Minister of War wishes to be put in touch with Canadian firms that can supply salted meats, lard, etc., hard cheese, wheat and oats. There is an opening for the sale of turkeys and chickens in Great Britain.

David Spence, wholesale fruit merchant, Toronto, who has been an alderman there for some five or six years, has announced that he will not be a candidate for next year. Alderman Spence will devote his time to the Irish Fusiliers Regiment, which he was instrumental in forming.

THE HONOR ROLL



Three sons of T. H. Lightbound, sales manager of the St. Lawrence Sugar Refineries, Ltd., Montreal, who have enlisted for active service. Sergeant T. H., in the centre, is with the 60th, and R. W. and G. A. have joined the N.C.O. class of the Canadian Grenadier Guards.

Western Canada

J. D. Brack and E. R. Lewis have opened an office at 137 Bannatyne Ave., Winnipeg, and will conduct a wholesale grocery broker's biscuit and confectionery business. Mr. Lewis was for many years salesman for Telfer Bros., biscuit manufacturers.

O. F. Lightcap, wholesale grocery broker and manufacturers' agent, with offices at 179 Bannatyne Avenue East, Winnipeg, has associated with him C. H. Grant, who has been salesman for Nicholson & Bain for a number of years. The firm will continue business in the old stand.

The Retail Merchants' Association, Winnipeg branch, are working for the abolition of the business tax. Under the present system the rate is based on the rental paid for the premises used, and it was pointed out at their last meeting that a small store in a good business location might pay a greater tax than a large establishment on a quieter district. It was suggested that there might be general satisfaction if the tax was imposed according to the profits made during the year, if not abolished altogether.

A Victoria, B.C., report says that in view of the defects in the present early closing regulations, following a recent police court decision, City Solicitor Hanington submitted to the City Council recently a draft of a new by-law, which would give effect to powers the city possesses under the Shops Regulations Act, at the same time explaining that such powers are far from sufficient to make effective the wishes of the board. Consideration of the measure was postponed until copies could be supplied to the aldermen, as well as to the Retail Merchants' Association and Retail Employees' Association. On the question of Sunday closing, which the existing by-law attempts to regulate, the city solicitor gave it as his opinion that the City Council had no authority, and that only the Federal Government could legislate in respect to Sunday.

It is your business what your clerks do after store hours. No dissipated clerk can do a fair day's work for his employer, and no dissipated clerk can maintain a personality that will attract desirable customers.

Brazils and Shelled Walnuts Higher

Currants May Be Late for Christmas—Three Million Pounds of Tea Lost on "Clan McLeod"—
Tomato Quotations Up in Montreal—Lemon and Orange Peel Higher—No
Relief in Bean Market.

Office of Publication, Toronto, Dec. 8th, 1915.

SHELLED walnuts are up this week, Montreal reporting an advance of at least 5c, and Toronto anything from 2c to 4c. There is a big Christmas demand for all kinds of nuts, and walnuts in particular. Stocks are not at all high, so that public is going to pay more for its Christmas dessert as well as its Christmas pudding. There was an embargo placed on nuts, with other foodstuffs exported from France, but the importers got together in New York and put up a protest and the embargo was removed. Nevertheless, for the time it was serious, and heavy buying was the result. The situation in nuts has been further troubled by the fact that freights are very scarce between Italy and France and America and supplies in both America and Canada are comparatively small. Our readers will remember the tie-up that there was in nuts this time last year; many retailers only just got their supplies in time for Christmas selling. Taking the place in that serious situation this year is currants.

Nevertheless, there are some currants on hand, although stocks are low. The situation gets firmer and tighter every day and we should not be surprised to see further advances before Christmas. There is too, a speculative element in the buying of currants.

It is predicted that in the near future we shall see still higher levels on flour if the present state of affairs continues. Levels on both Manitoba and Ontario winter wheat flour were advanced this week materially. With the wheat market soaring—as has been the case during last three or four days—anything may happen to flour. The Government's action in commandeering such wheat as they did, so far from preventing a tightening in the market—which was their supposed goal—actually enhanced values. There are some millers who question whether it would not have been better for the Government to have gone to the open market and bought up what stuff they wanted.

At any rate it is presumed that this is the influence which has set the wheat market both in Winnipeg and Chicago soaring, and result is advances in all grain levels in which flour and oats participate—rolled oats are firm and may be higher next week.

The sugar situation is by no means anything to crow over even yet, although there is no advance this week. The cardinal fact remains, that there is a great shortage of raws. We are in a unique position in Canada with regard to sugar at present. Spot and nearby shipments are almost nil. This is usually a quiet time in the sugar market, and if this is the case this year it will give the new Cuban crop a chance. Meanwhile, price will not be advanced exorbitantly. If, however, the trade is filled up for its requirements and starts into buy sugar with the present condition of raws, it will probably keep fairly high.

QUEBEC MARKETS

Montreal, December 9.—The embargo on walnuts, placed by the French Government, has been raised, so that the situation is relieved again, though not before market on spot shelled stuff had enhanced 5c per lb., where it will likely remain, as spot goods are scarce. It is rumored that a lot of new shelled walnuts will not arrive in time for Christmas trade. There will be a number of things missing for Christmas, and it has

been suggested that the Quebec housewife will have to go in for an old-fashioned French-Canadian menu, consisting of Canadian products. There will be no lack of turkeys and geese. Pork pies can be made, and black pudding. There is material for the cottage sausage and head-cheese. There are apples for pies, and plenty of preserves. There is one thing the country housewife in this province will not have, and that is Valencia raisins for puddings. She will, however,

Markets in Brief

QUEBEC MARKETS

FLOUR AND CEREALS

Manitobas jump 20c per bag.
Ontarios jump only 10c.
Extremely firm flour market.
Govt. wheat seizure has results.
Rolled oats market firm.
Big export demand for bran.

PRODUCE AND PROVISIONS

Compound lard up 1 1/2c per lb.
Good demand for pork products.
Sept. creamery 34c; new, 32 1/2c.
Butter market firm and steady.
Advance in new-made cheese.
Poultry deliveries large.

FISH AND OYSTERS

Mild weather upsets business.
Lower prices not expected.
Fresh ground fish scarce.
Lack of haddies and fillets.
Oyster deliveries interrupted.
Lobsters a little easier.

FRUITS AND VEGETABLES

Not much change in apples.
Malaga lemons down to \$3.50-84.
Malaga grapes very scarce.
Holiday demand for pineapples.
Drop in house tomatoes.
Artichokes in good demand.

GENERAL GROCERIES

Spot shelled walnuts jump 5c.
English candles up a cent lb.
Flax seed quotations up.
Canned salmon getting scarce.
Embargo on French walnuts raised.
Tomato quotations up to \$1.10.
New currants arriving in New York.
Advance in rice expected.
Redpath sugar up 10c bag.

ONTARIO MARKETS.

FLOUR AND CEREALS

Manitoba flour higher.
Rolled oats very firm.
Bran and shorts up.
Wheat market soaring.

PRODUCE AND PROVISIONS

Pork products all firm.
Lard slightly higher.
Dairy butter coming freely.
Storage eggs may be easier.
Honey levels up.

FRUIT AND VEGETABLES

Drop in navel.
Florida produce selling.
Carrots slightly cheaper.
Potatoes show no change.
Onions advance again.

FISH AND OYSTERS

No fresh trout now.
Oysters selling freely.
Cold and haddock scarce.
Bad weather hampers fishing.
Scollops coming in.

GENERAL GROCERIES

Tea lead \$25 higher.
No relief in beans.
Currant situation serious.
Shelled walnuts higher.
Brazils also advance.
Glucose up this week.
Good crop of molasses expected.

have a good substitute in California raisins.

The scarcity of French and English specialties is being keenly felt. Pickles are missing, and it is doubtful whether they would have any sale if they were here, with the war tax on top of the regular duty. They are hard to get anyhow, although some are coming through

As for jams and marmalades, they are hard to get, and the few parcels arriving are more in nature of special favors, it is said.

Certain lines of B. C. canned salmon are getting rather scarce. In this connection, it is claimed by a firm of B. C. packers that there is quite an offering of Fraser River Pinks and Springs, with the quality of which the wholesale trade are conversant, and which may be bought below the regular prices. Buyers, says this firm of packers, should see samples before purchasing any of these goods.

There are various other changes of a minor nature. English candles are up a cent per lb., which brings quotations on 16 oz stearine to 19-20c and 14 oz. to 17-18c per lb. Flax seed advanced a cent per lb., bringing quotations to 5¼-6c per lb.

SUGAR.—It was not a surprise when on Monday last it was announced that the Canada Sugar Refineries had advanced their prices 10c per bag, thus bringing them to a level with those of the two other refineries. The three refiners are now quoting \$6.65 per 100-lb. bag for extra standard granulated. The price for all refiners in New York is \$6.15, so that the differential still remains small and out of proportion. Under these conditions, and with a rising raw market, there is a possibility of further advance in Canadian refined. The raw market is strong, sales having been made at prices higher than 4½c. A large wholesaler, speaking of the situation, used the words: "The market will probably go up again."

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. cartons	6 95
Extra Ground Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Powdered Sugars—	
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Paris Lump—	
100 lb. boxes	7 25
50 lb. boxes	7 35
25 lb. boxes	7 55
Crystal Diamonds—	
Barrels	7 25
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

TEA.—With the sinking of the "Clan McLeod," with 3,000,000, lbs. of tea, also another vessel with probably same quantity and higher prices for tea lead, this market is firm. In Quebec City grocers are reported to be doing a bigger tea business than for years. Quebec is fast becoming a "dry" province, which may have something to do with this. Only this week the City of Three Rivers went dry. There is big demand for finest Japans and black teas—45c to 50c to the grocer.

DRIED FRUITS.—The non-arrival of currants has caused wholesalers much inconvenience, but shipment is now due

at New York. The next steamer in is the Frixos, carrying currants intended for last September and October shipment. This boat was recalled by the Government, and held in port for over thirty days, eventually being permitted to sail on November 10, and is due in New York December 7. Her cargo is one of 3,500 tons. This may have the effect of easing off prices, and it may not. One loss which the French-Canadian population will feel for Christmas is the absence of Valencia raisins. They have, however, been taking kindly to California raisins of late.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 69½
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 16
Peaches, choice	0 08
Pears, choice	0 13½
DRIED FRUITS.	
Candied Peels—	
Citron	0 22
Lemon	0 18
Orange	0 19
Currants—	
Filiatras, fine, loose, new	0 10½
Filiatras, packages, new	0 11½
Dates—	
Domedary, package stock, old, pkg.	0 09
Fanls, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 09
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 13
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscatsels, loose, 3-crown, lb.	0 09
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 11
Choice seeded, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

NUTS.—When it was stated a week ago that the French Government had placed an embargo on the exportation of shelled walnuts, our information was correct. The cable read as follows: "Goods stopped Bordeaux. Exportation prohibited. Cabling when prohibition removed." It might be gathered from above that removal of the embargo was expected at once. It was removed on Monday of this week. It had the effect, though, of strengthening the walnut market. Because of scarcity of spot shelled walnuts, some local houses raised their prices 5c per lb., their quotations being 40-42c. When the embargo was removed, it was announced that these prices would hold, as walnuts were scarce. It was added that when the new crop arrived, market might soften. One can never be too sure about those new shelled walnuts; some have arrived already, but whether everybody will receive their supply or not remains to be seen. Wholesalers here, and some importers, are a little afraid. It is hinted that the "Corsican" has not as many walnuts on board as was expected. The ship which follows her will be a little late.

Almonds, Tara, new	0 17½	0 18½
Grenobles	0 15	0 16
Marbots	0 13½	0 14½
Shelled walnuts, new, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Sicily filberts	0 13½	0 15
Filberts, shelled		0 24
Pecans, large	0 20	0 21
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 08½	0 12

RICE.—The situation is peculiar. In fact, it is hard to find out what is the situation. Consensus of opinion seems to be that there will likely be a marked advance, as conditions seem to shape that way. That is a vague way of stating the situation, but things are so hazy, it is impossible to state matters more plainly. A wholesaler summed up the situation as follows: "The prospect of a strengthening market is due to fact that in near future demand may be larger than supply." It is noted that quotations of the Imperial Milling Co. have been considerably advanced during past week, the only reason given apparently being that prices have got to be higher. Whether the local mill will follow remains to be seen. Of late they have been saying little.

Rangoon Rices—	Per cwt.
Rangoon, "B"	2 90
"C.C."	3 65
India bright	4 00
Lustre	4 10
Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystals	6 00
Ice drips	5 20
Snow	5 20
Polished	1 10
Pearl	4 40
Mandarin, Patna	4 00
Java Onyx	7 50

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna.	Per lb.
Bags, 224 lbs.	0 06½
Half bags, 112 lbs.	0 06½
Quarter bags, 56 lbs.	0 06½
Velvet head Carolina	0 09
Sago, brown	0 06½
Tapoca—	
Pearl, lb.	0 07
Seed, lb.	0 07

SYRUPS AND MOLASSES.—Little can be added to what was said a week ago regarding this market. It is certain there will be some December molasses shipments, but it will not be much. The advancing sugar market is undoubtedly having its effect on molasses market, but sugar cannot always remain high. Just now it is paying planters to make all the molasses they can. When the big crop comes in March will be the time to ask what they are going to make, molasses or sugar? Then, as last year, it will depend on sugar market.

Barbadoes Molasses—	Fancy.	Choice.
Punchons	0 28	0 48
Barrels	0 61	0 51
Half barrels	0 65	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls., 4½c	0 04½	
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4¾c; ½ bbls., 4c	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 00	

COFFEE.—There have been no change in prices for past two months or so. The coffee trade is good at this sea-

son much better than in the summer. November and December always bring an increase in consumption. There is considerable consumption of compound coffee in this province, and it is reported that after the first of the year, the Government will take action where compound coffees are being invoiced as pure coffee.

Coffee—	
Plantation Ceylon	0 32
Java	0 32
Arabian Mocha	0 34
Guatemala	0 25
Mexican	0 25
Maraquibo	0 22
Jamaica	0 22
Santos	0 19
Rio	0 16
Chicory	0 14

SPICES—This is a runaway market just now, and high prices being paid in first market are bound to be felt sooner or later by retailers. Some dealers have advanced prices; others will delay action until after the first of year. Business just now is good with wholesalers. The question of sage is getting to be a serious one, although not so much for retailer as for the large meat packer. There is little high-grade sage on this market; it comes from Austria—the entmy—and, anyway, costs 45-50c laid down here. It used to cost 2½-3c. Supplies of following were reported at a low ebb in New York this week: Black peppers, cloves, nutmegs, mace, Saigon Batavian and China cassias, Jamaica and "D" Cochin gingers, paprika, herbs and many other seeds.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¾-lb. tins. Tos.
Allspice	0 16	0 69	0 23
Cassia	0 22	0 89	0 29
Cayenne pepper	0 28	0 35	0 35
Cloves	0 28	1 05	0 35
Cream tartar—E.C.			
Ginger, Cochin	0 22	0 29	0 29
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 20	0 80	0 10
Nutmegs	0 10	0 75	0 75
Pepper, black	0 22	0 91-1 00	0 29
Pepper, white	0 30	1 15-1 20	0 37
Pastry spice	0 22	0 95-1 20	0 29
Pickling spice	0 14-0 16		
Turmeric	0 21-0 23		

Lower prices for pails, boxes or balters when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 13	
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	0 35	
Shredded coconut, in pails	0 18½	0 22
Pimento, whole		12-15

DRIED VEGETABLES.—The situation is not much changed. There are more beans coming in, but many of them are being refused, quality being much inferior to what was bought. There was a case this week of 5-lb. pickers, which only came up to 8 lb. when tested, which is a difference of 25c per bushel. It is stated that some farmers are shipping stuff and taking chances on making an allowance. As one dealer put it: "We are not looking for allowances; we want the goods in this province." So that bean market continues comparatively firm. Peas are about same. Some can be bought for \$2.85, but they are not guaranteed at that price. Good boilers cost \$3 to \$3.25.

Beans—	
Canadian, 3-lb. pickers, per bushel	1 35
Yellow eyes, per bushel	4 20
Lima, per lb.	0 08
Peas, white soup, per bushel	3 25
Peas, split, bag, 98 lbs.	5 50
Barley, pot, per bag	3 00
Barley, pearl, lb.	0 04½

MONTREAL

CANNED GOODS.—As was stated last week, one of the largest Montreal houses raised prices on tomatoes to \$1.10.

Canned Vegetables—	
Beans, string, doz.	0 95
Corn, 2's, doz.	0 95
Peas, standard, doz.	0 95
Peas, Early June, doz.	0 95½
Tomatoes, 3's, doz.	1 10
Pork and beans, 3's, doz.	1 45
Pork and beans, 1's, doz.	0 65
Pork and beans, family size	1 05
Canned Fruits—	
Apples, gallon, doz.	3 25
Canned Fish—	
Sardines, Canadian, case	3 25

ONTARIO MARKETS

Toronto, Dec. 9.—A topic of interest on the street is the sinking of the "Clan McLeod" the other day, with anywhere from three to four million pounds of tea aboard, amongst which were, doubtless, some shipments for this market. This recalls the losses of the "City of Winchester" and the "Diplomat," some months ago, when the activities of the "Emden" deprived consignees of something like seven million pounds of tea. Such losses are bound to have an effect on the market tone.

By the way, a factor which would presumably work towards higher prices for package teas is the increase in the cost of tea lead. This has advanced \$25 per ton in one month, which is a phenomenal gain.

Christmas buying proceeds apace, but it cannot be said to be heavy as yet. There is a general feeling that Christmas will be on people before they know it, and certainly the public—though doubtless it will warm up immediately preceding Christmas Day—so far displays a lack of interest. Indications are, so the wholesalers say, however, that Christmas buying will be heavier this year than last, and it looks quite certain now that there will be a shortage in many Christmas lines.

Take the question of currants, for instance. Very few have adequate stocks at present. Most jobbers seem to be waiting for the "Frixas" to come in. She was due to dock this week, but even if she does, it will take about a week to ten days to unload and about five days to get the stuff here, so that dealers will be lucky if they get supplies in time for the Christmas trade.

California Valencias are selling on this market for the first time, and they are the only Valencias to be had. Only ten cars of Spanish stock came to Canada this year out of a normal import of two hundred. That's an indication of the shortage. California Valencias are in big demand.

SUGAR.—The market is strong, though there is not much demand. It is said that there is liable to be a shortage on refined. The two refiners who only advanced 15c last week are now up the remaining 10c which most refiners added. Spot sugars and nearby shipments are scarce. The basic condition of short supplies of raws is still main factor. Whether buying has let up remains to be seen. If it has, we may look for strength, but no advances. If not, there are those who think sugar will be higher yet. This present close clean-up of old sugars is a unique condition for this market.

Extra Grandest Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
50 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 25
100 lb. boxes	7 25
50 lb. boxes	7 56
Cartons (20 to case)	8 01
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	8 36
Paris Lump—	
100 lb. boxes	7 36
50 lb. boxes	7 56
25 lb. boxes	7 56
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—A cable received Tuesday characterized the Indian market as a "little firmer." A recent cable from Calcutta was stimulating, though some people expect a rather bearish report, owing to heavy sales. Russia bought heavily—it announced—of all grades, lifting prices by three-quarters of a cent. The same despatch said that freights were scarce, which may possibly explain a recent statement that teas purchased at the sale could not go through the usual route—that is, the Suez Canal. This may forecast, some think, its closing.

A factor in firming prices of Ceylon tea is the announcement of a duty. This, we learn, amounts to a cent and a half a pound on all teas from Ceylon.

Tea lead is up \$25 a ton. Another "higher-price" factor.

The "Clan McLeod," with over thirty thousand chests of tea on board—it is computed—was sunk last week-end. Another cable on Tuesday reported sinking of another vessel with probably a similar amount—6,000,000 lbs., would mean two months' supply for Canada.

SYRUPS AND MOLASSES.—The higher corn market is a factor in corn syrups, and while these have not advanced, they are considerably firmer. Glucose, too, was up yesterday. That is another factor.

There is nothing new in the present molasses situation, and our quotation still holds good. An authority from Barbadoes, who was in town this week, says that the new Barbadoes crop will

be the largest in twenty-five years. This applies to sugars, too. Prices are expected to be lower, and quotations on December shipments—January delivery—bear out the expectation. A still further drop, it is assumed, will take place in February or March.

Corn Syrup—	
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls., 4½c	0 04½
Pails, 38½ lbs., \$1.95; 25 lbs., 1.40	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 60
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

Cane Syrup—	
Barrels, lb., 4½c; ½ bbls., 4c	0 05
Cases, 2 lb. tins, 2 doz. in case	3 60

Molasses—	
Fancy, gallon	0 60 0 65

DRIED FRUITS.—The advance of 1c last week in both orange and lemon peels has been followed by another similar increase, and we quote both at 17c to 18c. Demand is heavy, and spot stocks are on light side. Citron peel is also firm at present quoting. Prunes are steadier. They have eased up a little in primary market, and demand is not so heavy here, because, of course, they are not a Christmas line. As to raisins, seedless varieties are practically unobtainable, and what there are are firm at figures quoted below. There has been a big advance in primary market in peaches. Choice sell at anything from 7c to 9c. Those who had good stocks can sell at lower figure, but on more recently acquired supplies the higher price applies. California Valencias are in, and are taking the place of Spanish, of which only about ten cars came to Canada this year out of normal import of two hundred. Californias are fetching 8½c to 9c; firm quotations, and there is a big demand. Dates and evaporated apples show little change. As to currants, these are firmer than ever. They seem to have taken the position this year that walnuts did last—i.e., the trade does not know whether it will have them for Christmas or not. The "Frixas," so long delayed, is only due to dock in New York this week. There will be the usual 7-10 days spent in unloading and another 5 days on the journey, so that it will be pretty late by the time supplies get to trade here. It is expected that currants will be pretty well cleaned up by the end of December, and we hear that speculative buying is going on, buyers foreseeing higher levels when all stocks are cleaned up. It looks as if currants after Christmas would be dearer than before.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 22	0 25

Currants—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizas, choicest	0 16	0 17
Cleaned, ½ cent more.		

Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08

Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½

70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
25 lb. boxes, ¼c more.		

Peaches—		
Choice, 50 lb. boxes	0 06½	0 07½
25 lb. boxes, ¼c more.		

Raisins—		
Valencia	0 15	0 16
Seedless, fancy, 1 lb. packets	0 10½	0 10½
Seedless, choice, 1 lb. packets	0 09½	0 10½
Seedless, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Large washed Brazils, on a heavy Christmas demand, are up to 19c and 20c. This is advance from last week of fully two cents. There are still few, if any, new walnuts, in the shell, in stock. Freshly cracked are finding big demand, however. Shelled almonds are up a couple of cents, and we quote 38c to 40c. France recently put an embargo on exported nuts, in common with some other foodstuffs. The embargo has since been lifted. The report of the embargo caused a deal of activity in the New York market. Some shipments of French walnuts were received in New York this week in fairly heavy quantities, and buying was active there.

In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 15	0 16
Brazils, large, washed, new	0 19	0 20
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	1 14	0 15
Peanuts, Jumbos, roasted	5 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbols	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 38	0 40

SPICES.—The market is firmer in tone, especially for peppers. Cables recently have been high, and the New York market has found them so much so that business received check. A good grinding demand is felt for other specialties. Spot stocks here as a rule are only moderate, and are strongly held. Jamaica ginger is firm. So are cloves and cream of tartar.

Spices—		
Allspices, ground	Compound, per lb.	Pure, per lb.
Allspices, whole	0 10	0 16
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 16
Chinamon, Batavia	0 27	0 35
Cloves, whole	0 30	0 38
Cloves, ground	0 18	0 22
Cream of tartar	0 18	0 50
Curry powder	0 30	0 55
Ginger, Cochin	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	0 28	0 32
Ginger, African, ground	0 14	0 18
Mace	0 90	1 00
Nutmegs, brown, 64s, 52c, 84s, 42c; 100s		0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins		0 50
Paestry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 21	0 25
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 34	0 36
Pickling spice	0 16	0 20
Tumeric	0 18	0 20

BEANS.—The same quotations still apply, and there is little relief in situation. An Ontario shipper recently refused to undertake to supply more than one car. He said he wasn't sure he could do it. Quality is also below normal this year.

As to blue peas, the scarcity is very pronounced. A despatch from England records the same position there, too.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 25

RICE.—It is expected demand will be quiet till after the holidays, as attention is concentrated on Christmas lines more than on staples. Southern planters are experiencing what is, for the moment, a dull time. There is the usual even trade here.

Rice—		
Hangoon "B," per cwt.	4 00	4 00
Hangoon, per cwt.	4 00	4 00
Hangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09

Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	0 05½

TORONTO

CANNED GOODS.—It is predicted that we shall see higher levels on both vegetables and fruit in the spring. For the present, however, the market is quiet, though prices are firm enough.

Salmon, Sockeye—		
1 lb. talls, cases, 4 doz., per doz.	2 52½	2 52½
1 lb. talls, cases, 4 doz., per doz.	2 72½	2 72½
½ flats, cases, 8 doz., per doz.	1 57½	1 57½
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	0 91	0 91
Pinks, 1-lb. talls	1 20	1 20
Cohoos, 1-lb. talls	1 45	1 45
Red Springs, 1-lb. talls	2 00	2 00
Humpback, ½-lb. tins	0 50	0 50

Canned Vegetables—		
Tomatoes, 3's	1 12½	1 17½
Peas, standards	0 97½	0 97½
Early June peas	0 97½	0 97½
Extra sifted peas	1 47½	1 47½
Corn, 2's, doz.	0 97½	0 97½

Fruits—		
3's Apples, Standard	1 05	1 05
3's Apples, Preserved	1 30	1 30
Gals. Apples, Standard	3 50	3 50
Gals. Apples, Preserved	4 25	4 25
2's Blueberries (Huckleberries), Standard	1 55	1 55
2's Blueberries (Huckleberries), Preserved	1 91	1 91
Gals. Blueberries (Huckleberries), Standard	6 50	6 50
2's Cherries, Red (pitted), light syrup	1 50	1 50
2's Cherries, Black, pitted, heavy syrup	1 90	1 90
2's Cherries, Black, not pitted, heavy syrup	1 55	1 55
2's Cherries, Red, pitted, heavy syrup	1 90	1 90
2's Cherries, Red, not pitted, heavy syrup	1 55	1 55
Gals. Cherries, Red, pitted	8 50	8 50
Gals. Cherries, Red, not pitted	8 00	8 00
2's Cherries, White, pitted, heavy syrup	1 90	1 90
2's Cherries, White, not pitted, heavy syrup	1 55	1 55
2's Currants, Black, heavy syrup	5 50	5 50
2's Currants, Black, Preserved	1 80	1 80
Gals. Currants, Black, Standard	5 25	5 25
Gals. Currants, Black, solid pack	8 25	8 25
2's Currants, Red, heavy syrup	1 50	1 50
2's Currants, Red, Preserved	1 80	1 80
Gals. Currants, Red, Standard	5 25	5 25
Gals. Currants, Red, solid pack	8 25	8 25
2's Gooseberries, heavy syrup	1 50	1 50
2's Gooseberries, Preserved	1 80	1 80
Gals. Gooseberries, Standard	7 25	7 25
Gals. Gooseberries, solid pack	8 50	8 50
2's Grapes, White, Niagara, Preserved	1 50	1 50
Gals. Grapes, White, Niagara, Standard	2 00	2 00
2's Lawtonberries (Blackberries), heavy syrup	2 00	2 00
2's Lawtonberries (Blackberries), light syrup	1 51	1 51
2's Lawtonberries, Preserved	2 25	2 25
Gals. Lawtonberries, Standard	7 00	7 00
2's Peaches, White, heavy syrup	1 50	1 50
2's Peaches, White, heavy syrup	1 90	1 90
3's Peaches, White, heavy syrup	2 40	2 40
1's Peaches, Yellow, heavy syrup, talls	1 25	1 25
1½'s Peaches, Yellow, flats, heavy syrup	1 50	1 50
2's Peaches, Yellow, heavy syrup	1 91	1 91
2½'s Peaches, Yellow, heavy syrup	2 20	2 20
3's Peaches, Yellow, heavy syrup	2 20	2 20
3's Peaches, Yellow, whole, heavy syrup	1 20	1 20
2's Peaches, Pie, not peeled	1 20	1 20
3's Peaches, Pie, not peeled	3 25	3 25
Gals. Peaches, Pie, not peeled	5 00	5 00
Gals. Peaches, Pie, peeled	1 75	1 75
Gals. Peaches, Pie, peeled	2 10	2 10
2's Pears, Bartlett, heavy syrup	2 10	2 10
2's Pears, Bartlett, heavy syrup	2 10	2 10
3's Pears, Bartlett, heavy syrup	2 10	2 10
2's Pears, Flemish Beauty, heavy syrup	2 10	2 10
3's Pears, Flemish Beauty, heavy syrup	2 25	2 25
2's Pears, Keiffers, heavy syrup	1 40	1 40
3's Pears, Keiffers, heavy syrup	1 75	1 75
3's Pears, Keiffers, heavy syrup	1 85	1 85
2's Pears, light syrup, Globe	1 30	1 30
3's Pears, light syrup, Globe	1 50	1 50
3's Pears, Pie, not peeled	1 20	1 20
3's Pears, Pie, peeled	1 50	1 50
Gals. Pears, Pie, peeled	4 00	4 00
Gals. Pears, Pie, not peeled	3 00	3 00
2's Pineapple, Sliced, heavy syrup	2 10	2 10
2's Pineapple, Shredded, heavy syrup	1 50	1 50
3's Pineapples, Whole, heavy syrup	2 10	2 10
3's Pineapple, Whole, heavy syrup	2 50	2 50
2's Pineapple, Sliced, Hveizan Brand	1 30	1 30
3's Plums, Damson, light syrup	1 30	1 30
3's Plums, Damson, light syrup	1 30	1 30
2's Plums, Damson, heavy syrup	1 30	1 30
3's Plums, Damson, heavy syrup	1 30	1 30
Gals. Plums, Damson, Standard	1 55	1 55

Plums, Egg, heavy syrup	1 10
Plums, Egg, heavy syrup	1 40
Plums, Egg, heavy syrup	1 50
Plums, Green Gage, light syrup	1 00
Plums, Green Gage, heavy syrup	1 15
Plums, Green Gage, light syrup	1 40
Plums, Green Gage, heavy syrup	1 60
Gals. Plums, Green Gage, Standard	2 50
25s Plums, Lombard, light syrup	1 60
25s Plums, Lombard, light syrup	1 30
25s Plums, Lombard, light syrup	1 50
25s Plums, Lombard, heavy syrup	1 10
25s Plums, Lombard, heavy syrup	1 30
25s Plums, Lombard, heavy syrup	1 60
Gals. Plums, Lombard, Standard	3 25
25s Raspberries, Black, heavy syrup	2 10
25s Raspberries, Black, light syrup	1 50
25s Raspberries, Black, Preserved	2 25
Gals. Raspberries, Black, Standard	7 25
Gals. Raspberries, Black, solid pack	9 50
25s Raspberries, Red, heavy syrup	2 10
25s Raspberries, Red, light syrup	1 50
25s Raspberries, Red, Preserved	2 40
Gals. Raspberries, Red, Standard	7 40
Gals. Raspberries, Red, solid pack	9 25
25s Rhubarb, Preserved	1 65
25s Rhubarb, Preserved	2 50
Gals. Rhubarb, Standard	3 50
25s Strawberries, heavy syrup	2 25
25s Strawberries, Preserved	2 40
Gals. Strawberries, Standard	7 75
Gals. Strawberries, solid pack	9 75

MANITOBA MARKETS

Winnipeg, Dec. 8.—General business conditions are steadily improving. The money so far obtained for the crop is being spread around, collections are on the whole considered as satisfactory and bank clearings last week were very large being close to \$60,000,000.

The Government's action in commandeering the wheat stored in the terminals at the lake heads and eastward was at first feared as likely to disorganize the wheels of commerce, but it has already passed into history and the only effect so far apparent is to have caused an advance in grain prices.

Wholesale grocers report country trade as remarkably good and city business as quite satisfactory. Christmas specialties are now moving out freely and dried fruits and nuts are naturally lines that are in the hey-day of activity.

The price changes of importance are advances in sugars and flour and a decline in syrups.

SUGARS.—Sugar shows a total advance of 25 cents per cwt. in last 10 days, and is now on the basis of \$7.25 per cwt. for standard granulated. There is a general impression here that prices will go higher in near future. Corn syrups are in fair demand, as butter prices are going up.

		Per cwt.
Sugar, Eastern		in sacks
Standard granulated	7 25	
Extra ground or icing, boxes	8 10	
Extra ground or icing, bbls.	7 90	
Powdered, boxes	8 40	
Powdered, bbls.	7 40	
Hard lump (100-lb. case)	7 60	
Montréal, yellow, bags	6 85	
Sugar, Western Ontario		
Sacks, per 100 lbs.	7 15	
Halves, 50 lbs., per cwt.	7 85	
Bales, 20 lbs., per cwt.	8 10	
Powdered, 50s	7 65	
Powdered, 25s	8 00	
Icing, barrels	7 85	
Icing, 50s	8 20	
Cut loaf, barrels	8 05	
Cut loaf, 50s	8 90	
Cut loaf, 25s	8 45	
Sugar, British Columbia		
Extra standard granulated	7 20	
Bar sugar, bbls.	7 35	
Bar sugar, boxes	7 60	
Icing sugar, bbls.	7 55	
Icing sugar, boxes	7 20	
H. P. lumps, 100-lb. cases	7 15	
H. P. lumps, 25-lb. boxes	8 20	
Yellow, in bags	6 80	
Corn Syrup		
7s. per case 2 doz.	2 63	
5s. per case 1 doz.	2 38	
16s. per case 1/2 doz.	2 46	

25s. per case 1/2 doz.	2 87
1/2 barrels, lb.	0 04 1/2
B. C. Cane Syrups—	
2 1/2 lb. tins, 2 doz. to case, per case	3 75
5 1/2 lb. tins, 1 doz. to case, per case	3 00
10 lb. tins, 1/2 doz. to case, per case	3 50
20 lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—		Per gal.
Barbadoes	0 63	
New Orleans	0 34	
Maple Syrup—		Per case
Imperial, quarts, case, 2 doz.	5 40	
Imperial, 1/2 gals., 1 doz.	5 55	
New, pure, 1/2 gal. case	9 00	
New, pure, 1/2 gal. quarts, case 2 doz.	9 70	
New, pure, quart bottles, case 2 doz.	9 75	
Butter, No. 1 creamery, lb.	0 25	

DRIED FRUITS. There are no features of special interest in the dried fruit lines; there is seasonable activity and country shipments are heavier than usual.

Apples, evaporated, new, 50's	0 10 1/2
Apricots, choice, 25's	0 14 1/2
Apricots, choice, 10's	0 12 1/2
Currants—	
Dry clean	0 11 1/2
Washed	0 12
1 lb. package	0 12 1/2
2 lb. package	0 25
Vostizias, bulk	0 14
Dates—	
Halloway, loose, per lb.	0 07 1/2
Halloway, 1 lb. pkgs.	0 07 1/2
Farl dates, 12-lb. boxes	1 25
Peaches—	
Choice, 25-lb. boxes	0 06
Choice, 10-lb. boxes	0 07
Raisins, Muscades—	
3 crown, loose, 25's	0 09 1/2
3 crown, loose, 50's	0 09
Raisins, Sultanias—	
California, 50's	0 13
Prunes—	
90 to 100, 25s	0 07 1/2
80 to 90, 25s	0 08
70 to 80, 25s	0 08 1/2
60 to 70, 25s	0 09 1/2
50 to 60, 25s	0 09 1/2
40 to 50, 25s	0 10 1/2

Table Layer Figs—	
7-crown, 35-lb. boxes, per lb.	0 17 1/2
7-crown, 10-lb. boxes, per lb.	0 14 1/2
4-crown, 10-lb. boxes, per lb.	0 14
3-crown, 10-lb. boxes, per lb.	0 13 1/2
Glove boxes, per doz.	1 25
Cooking figs, taps, about 5 lbs., lb.	0 09

DRIED VEGETABLES.—

Beans—	
California, hand-picked, per bushel	4 40
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot, per sack, 96 lbs.	3 20
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sacks, 40's	3 00
Whole peas, bushel	2 80

RICE AND TAPIOCA.—

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05 1/2
No. 2 Japan, per lb.	0 04 1/2
Sia, per lb.	0 03 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb.	0 06 1/2
Sago, pearl, lb.	0 05
Tapioca, pearl	0 05 1/2 0 06

COFFEE.—Market steady with advancing tendency. Good local demand.

Coffee—	
Green coffee, No. 7 Rio	0 12 1/2 0 12 1/2
Green coffee, No. 5 Rio	0 13 1/2 0 14
Green Santos	0 15 1/2 0 15 1/2
Roasted Rio	0 17 1/2 0 18
Santos	0 21 1/2 0 21 1/2
Barcebiato	0 24 0 26

PEPPER.—Very strong, with an advance of 1/2 to 3/4c within last week.

Pepper—	
Ground black	0 21 1/2 0 23
Ground white	0 32 0 35

WINNIPEG

FLOUR AND CEREALS.—Owing to the condition of the wheat market, flour has been unsettled with an upward tendency. There have been three advances during the week, and the price for best patents is now \$6.40. At present, market is still firm.

Flour—	
Best patents	6 40

Bakers	
Clears	5 27
XXXX	4 10
Cereals—	
Roller oats, 80 lbs.	2 20
Oatmeal, standard and grain 50 lbs.	2 70
Cracked	2 25

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Dec. 9.—Flour has been advanced by millers 30c per sack, and sugar is up 20c since last report. White beans are scarce at \$7.50 per cwt. Kraft paper has gone up 80c hundred. Shelled walnuts will apparently be very scarce before end of year. Currants are hard to get in quantities. California grapefruit is \$3.50 per case, and Floridas \$5. Navel oranges are easier at \$3.50 to \$4. Apples: No. 1 are \$1.75 to \$2 box, and cooking \$1 to \$1.25.

General—	
Beans, small white Japan, lb.	4 75 1/2
Peas, No. 1, variety, 35's	0 25
Molasses, extra fancy, gal.	0 67
Roller oats, ball	2 70
Roller oats, 80s	2 30
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 95
Shelled walnuts, finest halves, lb.	4 40
Shelled walnuts, broken, lb.	6 30

Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	4 19 1/2
Butter, creamery, lb.	4 34
Butter, No. 1, dairy, lb.	4 30
Eggs, select, storage, case	10 00
Lard, pure, 35, per case	9 55
Bacon, smoked backs, per lb.	6 21
Bacon, smoked bellies, per lb.	6 22 1/2

Canned Goods—	
Tomatoes, 3s, standard, case	2 65
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gals., case	2 10
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 9
Raspberries, 2s, Ontario, case	4 30
Salmon, moist sockeye, talls, 48's, case	10 00
Salmon, pink talls, 48's, per case	4 50
Lobster, 2s, per doz.	2 65

Dried Fruits—	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 11 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10

Fruits and Vegetables—	
Apples, No. 1, box	1 75 2 00
Apples, cooking, box	1 00 1 25
Grapefruit, Cal.	3 50
Grapefruit, Florida, case	3 00
Oranges, navel, case	3 50 4 00
Lemons, B.C., ton	32 00
Lemons, case	5 00
Peaches, crate	0 90 1 00
Tomatoes, Cal., crate	2 00

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Dec. 9.—Christmas business is exceptionally good, and collections are fine. Two advances have occurred on sugar since the 3rd, making a total of 20c per hundred pounds. This makes advance of 35c in last two weeks. First patents flour advanced 20c per barrel on the 6th. Local flour went up on Tuesday 10c. Spices and fancy molasses show an upward tendency. Chicory prices are firm. Salt advanced beginning of the month. Small shipments of peel are arriving periodically and distributed from Winnipeg. No direct shipment is through here at present. New crop evaporated apples are arriving, bringing higher prices. Cheese has advanced half a cent. Chocolate is higher by 2c per pound. Rice has advanced \$3 per ton.

CANADIAN GROCER

General—		
Beans, Ashcroft, lb.	0 66½	
Beans, white navy, per bush.	4 20	
Bean, ton	18 00	
Coffee, whole roasted, Rio	0 19	
Potatoes, per bush.	0 45	
Rollod oats, 20's, 8½c; 40's	1 60	
Rollod oats, bail, \$2.30; 80's	1 75	
Flour, fancy patents, 98 lb. sack	3 15	
Flour, seconds	2 90	
Rice, Siam, per cwt.	4 05	
Shorts, ton	20 00	
Sugar, standard gran., per cwt.	7 95	
Sugar, yellow, per cwt.	7 55	
Walnuts, shelled, lb.	0 38	

Produce and Provisions—		
Cheese, lb.	0 18½	
Bacon, lb., 2c; bellies, lb.	0 20½	
Butter, creamery, per lb.	0 32	
Butter, dairy, No. 1, 27c; No. 2	0 22	
Eggs, extra, per doz.	0 40	
Eggs, No. 1	0 32	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	9 00	
Lard, pure, 5's, per case	9 85	
Lard, 10's, per case	9 75	
Lard, pure, 20's, each	3 23	

Canned Goods—		
Corn, standard, per two dozen	2 25	
Peas, standard, 2 dozen	2 25	
Peas, standard, 2 dozen	2 20	
Plums, Lombard	2 35	
Peaches	3 35	
Strawberries, \$4.45; raspberries	4 00	
Tomatoes, standard, per 2 doz.	2 85	
Salmon, sockeye, 4 doz. talls, case, 18	9 65	
Salmon, pink, case	4 14	
Corned, 1's, \$5.80; humpbacks, 1's	4 35	
Lobster	2 35	

Dried Fruits—		
Evaporated apples, 50's	0 10½	
Apricots, 25's	0 12	
Peaches, 25's	0 07	
Pears, 25's	0 12	
Prunes, 90-100, 25's, unfaced	0 07	

SASKATCHEWAN MARKETS

Regina, Dec. 9.—Sugar and flour have both advanced here. Flour advanced 15c a sack early last week and 5c more on December 4. Sugar advanced altogether 25c. Creamery butter has advanced to 36c, and eggs remain scarce at 45c. Cheese has advanced, and is now quoted at 19¾c and 19⅞c. White beans (Ontario) are much higher at \$4.50. Prunes are up to 12¾c lb.

Produce and Provisions—		
Butter, creamery, per lb.	0 36	
Butter, dairy, No. 1	0 27	
Cheese, per lb.	0 19¾	0 19⅞
Eggs, new laid	0 35	
Eggs, fancy, storage	0 35	
Eggs, good, storage	0 30	
Lard, 3's, per case	9 35	
Lard, 5's, per case	9 30	
Lard, 10's, per case	8 30	
Lard, 20's, per case	12 10	

General—		
Beans, Ontario, per bushel	4 50	
Coffee, whole roasted, Rio	0 17½	
Cream of tartar, lb.	0 50	
Cocunut, lb.	0 19	
Commmeal, bail	2 95	
Apricots, per lb.	0 12	
Flour, 98's	3 20	
Rollod oats, 80's	2 20	
Rice, per cwt.	3 90	
Onions, 100 lbs.	1 50	
Sugar, standard, gran., per cwt.	7 64	
Sugar, yellow, per cwt.	7 24	
Walnuts, shelled, 4lb; almonds	0 41	

Canned Goods—		
Apples, gals., case	1 65	
Beans	2 25	
Corn, standard, per 2 dozen	2 25	
Peas, standard, per 2 dozen	2 40	
Plums, Lombard	2 16	
Peaches	3 10	
Raspberries, \$4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 00	

Salmon—		
Sockeye, 1's, 4 dozen case	9 55	
Sockeye, 2's	12 35	
Chinook, 1's	6 00	
Humpbacks, 1's	4 60	

Fruits and Vegetables—		
Apples, Washington, bbl.	1 75	
Celery	0 10	
Cranberries, per bbl.	10 50	
Lemons	5 00	
Oranges, Valencias	5 75	
Potatoes, bushel	0 60	0 65

Dried Fruits—		
Currents, per lb.	0 13	
Prunes, 70-80, 25's, lb.	0 12½	
Evaporated apples, 50's, lb., 104c; 25's, 10½c; 35's	0 12	

NEW BRUNSWICK MARKETS

By Wire.

St. John, Dec. 9.—The flour market is holding the chief interest with an ad-

vance of 25c in Manitoba, Tuesday. Price is now \$7.25; Ontario higher, also, at \$6.80. Market strong, and dealers are expecting still firmer tone. Sugar is stronger following the strengthening of raws. Dealers say market is speculative, but anticipate advance. Beans are still climbing, hand-picked being \$4.40 to \$4.50, and yellow \$4.50 to \$4.60. Currants are now higher than raisins, as market is scantily stocked. Price is now 12c to 13c. Rice has advanced to \$4.60 to \$4.70. Eggs are scarce, fresh advancing to 54c to 56c; case are unchanged. Creamery butter is higher at 32c to 34c, and dairy at 27c to 30c. Stocks are none too plentiful. Potatoes are disappointing, prices being firmer. Business is brightening for Christmas trade, and orders continue satisfactory. Collections are average.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	26 00	28 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laids	0 54	0 56
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 13	0 13½
Lard, pure, per lb.	0 15	0 15½
Cheese, new	0 18	0 19

Flour and Cereals—		
Commmeal, gran.	5 75	
Commmeal, ordinary	1 75	
Flour, Manitoba, per bbl.	7 25	
Flour, Ontario	6 80	
Flour, buckwheat, western, 98-lb. bag	3 50	
Rollod oats, per bbl.	6 00	

Fresh Fruits and Vegetables		
Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	4 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 35

Sugar—		
Standard granulated	6 70	6 75
United Empire	6 60	6 65
Bright yellow	6 50	6 55
No. 1 yellow	6 30	6 35
Paris lumps	7 75	
Lemons, Messina, box	4 50	4 50
Beans, hand-picked, bush.	4 40	4 50
Beans, yellow eyes, per bush.	4 50	4 60
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 53	0 54
Team of tartar, per lb., bulk.	0 50	0 55
Currants	0 12	0 13
Rice, per cwt.	4 60	4 70

REPLIES FROM A DISTANCE

Some time ago a Montreal firm inserted a half-page advertisement in Canadian Grocer. Among the inquiries that have been received from this particular advertisement are three from a distance. One of these came from Scotland, another from a London, Eng., firm, and a third from Malaga, Spain.

TO SPEND MORE ON ADVERTISING

The Retail Merchants' Association of Fredericton, N.B., passed resolutions approving of the request forwarded to Ottawa asking that more troops be stationed in Fredericton, also approving of the Board of Trade's resolution favoring a union station. The association has decided that its members will not conduct any voting contests or similar schemes as trade-getters, but will spend their advertising appropriations in newspaper advertising, from which they get the best results. An effort will be made to have

some action taken to prevent so many non-residents coming into the city and selling direct to consumers without paying licenses.

FRUIT, FRUIT, FRUIT

An apple a day
Keeps the doctor away.

A pear, without question,
Helps the digestion.

Much better than meat
Are grapes, good and sweet.

Oranges, without doubt,
Prevent rhuma and gout.

Lemons, though sour,
Gain favor each hour.

Grapefruit, above all,
Is a breakfast's best call.

The people out here
Prefer fruit to beer.

That's why they consume
So much fruit, we presume.—Ex.

THE CUSTOMER HELPS HIMSELF

A "Grocerteria" has been opened in Chicago. The idea is that the customer comes in and helps himself just as he does in a cafeteria restaurant. When he has selected his purchases he pays for them at the door and carries them home. The Grocerteria Corporation is the name of the concern operating in Chicago. There are no shelves in this store. Everything is on tables so that articles can be picked up by customers.

It will be interesting to note the outcome of this scheme, which of course is not altogether new in the United States.

TRADE NOTES

A. M. Wice, grocer, Toronto, has sold to W. P. Sanderson.

A. M. McCormick & Sons, Pelee Island, Ont., sustained a fire loss recently.

At the annual meeting of the Weyburn, Sask., branch of the Retail Merchants' Association, these officers were selected for the coming year: President—R. A. Hart; Vice-Presidents—Groceries—J. Brown; Clothing and Dry Goods—F. W. Smith; Hardware and Furniture—W. H. Jones; Meats—E. A. Mounteer; Drugs and Stationery—O. S. Mitchell; Coal and Wood—Geo. Crittenden; Drayage—J. H. Mooney; J. Innes was re-elected to the office of secretary-treasurer. F. E. Raymond, Provincial Secretary, addressed the meeting on the subject of Transient Traders.



FRUIT AND VEGETABLES



Navel Oranges Are Easier

Coming Along More Freely—Tomatoes Down—Mushrooms Also Decline—Potatoes Unchanged in Price—Big Demand for Brussel Sprouts.

MONTREAL

GREEN FRUITS.—There is not much change in the apple situation, Spys, Fameuse and McIntosh Reds, realizing about same price. There is good demand for all these lines, but it would be better if the prices were not so high. Spys are quoted at \$6-\$7 for No. 1's and \$6 for Fameuse and McIntosh Reds. Other winter apples are bringing between \$4 and \$5. Messina lemons are steady at \$3.50. Malaga lemons are down to \$3.50-\$4. Verdellis are quoted \$3 for 360 size and \$3.50 for 300 size. Demand is not yet very brisk for grapefruit, but will be better as spring approaches. Grape prices remain the same, but Malagas are scarce. Oranges remain the same. There is a fair demand for pineapples for the holiday season, the price asked being higher—\$4 per crate.

Apples—	
Fameuse, No. 1's	6 00
Wealthy, No. 1's	4 50
Calvert	4 00
McIntosh Reds	5 50
Starks	4 00
Spys	7 00
Ben Davis	4 00
Russels	4 50
Greenings	6 20
Baldwins	6 00
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	9 00
Cranberries, Nova Scotia, bbl.	7 00
Grapefruit, 40-54 64-80-96	3 50
Grapes, Tokay, crate, 4 baskets	2 75
Grapes, Emperor, bbl.	5 00
Grapes, Malaga, heavy weight, bbl.	7 00
Lemons—	
Verdellis	3 00
Malaga, 420 size	4 00
Messina, 300 size, box	3 50
Oranges—	
Valencias, Cal., late 120-250	5 00
Navels	6 00
Jamaica, 196-200-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	4 00
Pears, bbl.	4 00

VEGETABLES.—There has been a drop in price of Montreal hot-house tomatoes, which are now quoted at 20c per lb. A week ago they were 30c. Bostons remain high—35c per lb. With the price of mushrooms down to \$2, there is good demand, and prices are likely to be higher. A big local dealer expresses the opinion that demand for artichokes is improving on account of high potato market. Artichokes are quoted at \$1.25 per bag, and the tendency is down rather than up. It is expected they will be offered at \$1 before long. The dealer referred to states that he sold more than three times as many artichokes last week as he has done in any week during past

two months. There is an improvement in the demand for Brussels sprouts, which are still quoted at 12½¢; they are getting a little scarce, and they might take a jump any day. Quotations on potatoes are \$1.15-\$1.20 for Montreals, and \$1.50 for Green Mountains. New California celery is on the market at \$7 per crate, and the price of New York advanced to \$5.50. Celery roots are scarce, and few on the market at 50c dozen. Parsnips are quoted at 75c per bag. Spinach is still \$1 per box and \$3 per bbl. There is good demand for it. Vegetable mar-dows are extremely scarce, and there is a good demand. There are a few on the market, but they are very small, and require about three doz. to make a doz. of the ordinary size.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	4 50
Beans, green, N.Y., per basket	4 50
Brussel sprouts, qt.	0 12½
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Cauliflow., Canadian, doz.	1 00
Celery, Cal., crate	7 00
Celery, Montreal, doz.	0 50
Celery, N.Y., crate	5 50
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	1 50
Egg plant, N.Y., doz.	1 75
Leeks, bunch	0 10
Head lettuce, Boston, box	1 60
Orly lettuce, box	2 00
Mint, doz.	0 30
Mushrooms, 4-lb. basket	2 00
Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 75
Parsley, Canadian, doz. bunches	0 50
Peppers, basket	0 15
Peppers, basket	0 75
Potatoes—	
Montreal, 80 lbs., bag	1 10
New Brunswick, 80 lbs., bag	1 50
Sweet, hamper	1 75
Spinach, Canadian, box	1 00
Tomatoes, bag	6 50
Tomatoes, hothouse, lb.	0 20
Pumpkins, doz.	1 00
Squash, doz.	0 50
Watercress, Canadian, doz.	0 30

TORONTO

FRUIT.—The outstanding news in this market is the influx of California navels, and the resultant drop in prices. These are now selling, some of them, as low as \$3.25. Demand is heavy. Valencias are firmer, on limited stocks. Pears are still selling, and Canadians are getting \$2.75 to \$3 a box. Apples remain firm with a good demand. Bananas are higher again, and we quote \$1.75 to \$1.80. Florida grapefruit, as stocks multiply, becomes cheaper. Florida produce is getting a lot of business. The market

is active enough, but has little feature.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, spies, bbl.	4 00	5 50
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 50
Apples, Russets, bbl.	3 00	4 50
Apples, 11 qt. basket	0 20	0 50
Apples, B.C., bbl.	2 25	2 50
Bananas, per bunch	1 75	1 80
Citrus, dozen	7 00	9 50
Cauliflow., bbl.	3 50	4 00
Grapefruit—		
Florida, case	3 50	4 00
Porto Rico, case	3 25	3 50
Grapes, Malaga, keg	6 00	8 50
Grapes, Emperor, keg	2 40	2 65
Oranges—		
California, Valencia	5 00	5 25
Florida, case	3 00	3 50
Navels	3 25	4 00
Lemons, new, Calif. box	3 50	4 50
Lemons, new, Messina, box	3 50	3 75
Limes, per 100	1 50	1 50
Pears—		
Canadian, box	2 75	3 00
Pineapples, Porto Rico	3 50	4 00
Pomegranates, case	3 75	4 00

VEGETABLES.—There are no higher prices to report in potatoes this week. Supplies have been rather better. A car came in Tuesday morning from Alberta while another car has arrived from British Columbia. Boston head lettuce is high priced at present, some selling up to \$5.50 a hamper. Domestic onions are coming in more freely and are selling around \$1 a bag. York State celery finds goods trade at \$5 a case. Celery generally is easier again this week. Cauliflower, now selling by the barrel, fetches \$3.50 to \$4.50. Spanish onions sell in half cases for \$2.60 to \$2.75. Sweet potatoes are not finding much demand and we quote \$1.30. Carrots are a trifle lower. Tomatoes, mushrooms and so on are unchanged.*

Tomatoes, hothouse, lb.	0 25	0 25
Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, doz.	0 33	0 40
Beets, Canadian, bag	0 50	0 60
Cabbage, new, doz.	0 30	0 40
Cauliflower, bbl.	3 50	4 00
Carrots, new, bag	0 50	0 75
Celery, doz.	0 15	0 30
Celery, Bedford, case	3 50	4 00
Cucumbers—		
Hothouse, doz.	1 75	2 00
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, small case	2 60	2 75
Lettuce, Boston, hamper	5 00	5 50
Mushrooms, imported, 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 35	1 40
Potatoes, N.B., Delawares	1 50	1 60
Parsnips, bag	0 80	0 85
Potatoes, sweet, kindred hamper	1 30	1 35
Potatoes, B.C., 100-lb.	0 10	0 15
Spinach, qt.	0 10	0 15
Apples, snow, bbl.	3 00	6 00
Apples, Spys, bbl.	4 00	5 50

WINNIPEG

FRUITS AND VEGETABLES.—There is a fair demand for lines of fresh fruits available, but many of the apples (Continued on page 36.)



FISH AND OYSTERS



Weather Interfered With Frozen Fish

First Arrival of Scollops—Limited Supply in This Week—Cod and Haddock Firm on Account of Shortage—Bad Weather Hampers Supplies — Bulk*and Shell Oyster Trade Good

MONTREAL

FISH.—Apprehension of the trade regarding frozen fish had good ground. The weather is to be blamed for it. No large turnover of fish can be expected without the right weather. We have had an exceptionally long spell of mild weather this fall, and this has injured the frozen fish trade. Of course, winter is ahead of us yet, and as stocks are not too large, there is no cause for alarm, nor for lower prices. Winter ember days are due next week, which will stimulate trade to a large extent. In a general way, stocks are ample, and there are no fluctuations one way or the other. The only scarcity at the moment is in fresh ground fish from the Atlantic, and also smoked fish, such as haddies and fillets. The bulk and shell oyster business is keeping up well, but distribution from supplying bases is rather irregular, due probably to congestion of traffic at terminals. Lobsters are getting a little easier. Salt and prepared fish are steady, with no interesting features to note.

TORONTO

FISH AND OYSTERS.—The tightness in haddock and cod continues, and both are scarce and firm. Cod sells all the way from 6 to 10 cents, a wide range. No fresh trout is coming along now: it is all frozen. Scollops are arriving from Halifax. The first shipment came in this week, and the price is high, touching \$3.25 to \$3.50. Western salmon is selling but there is not a big enough supply to satisfy the demand, and we quote 2 cents, an advance of two cents. Oysters find lots of trade at levels already stated. The fish business generally is good: the weather has badly affected coast supplies, and stocks compared to demand are generally small. Advent seems to have made little difference this year. It does not affect as large a number of people here as in Montreal.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10

Haddies, fillets, per lb.10	.12
Haddies, Niobe, boneless, per lb....	.09
Herring, Ciscos, baskets	1.30	1.50
St. John bloaters, 100 in box	1.10	.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box14	.15
Smoked herrings, medium, box15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.20	.15-17
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Red, steel heads, per lb.12	.13
Red, sockeyes, per lb.12	.11-12
Red Cohoes, dressed, lb.10	.10½
Red Cohoes or silvers, per lb.09-.09½	.12
Pale qualla, dressed, per lb.07½-.08	.08
Halibut, white western, large and medium, per lb.10-11	.10-12
Halibut, eastern, chicken, per lb.10	.12
Mackerel, bloater, per lb.08½-.09	.12
Haddock, medium and large, lb.04½-.05	.08
Market codfish, per lb.04
Steak codfish, per lb.06-.06½	.10
Canadian sole, per lb.06	.20
Blue fish, per lb.15-16	.20
Smelts, per lb.10	.12
Smelts, extras20
Herrings, per 100 count	2.50	3.00
Round pike06
Glass pike07½
Swordfish, lb.10

DRIED AND PREPARED FISH.

Dried Haddock	5 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 60
Dried hake, medium and large, 100 lbs.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinned codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	6 13
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes, per lb.	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	1 75
Selects, per gal, solid meat	2 00	2 25
Best clams, imp. gallon	1 50
Best scollops, imp. gallon	2 00
Best prawns, imp. gallon	2 25	3 50
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each.	0 40	0 40
Sealed, best select, quart cans, each.	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malpeques, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 35	0 55
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	6 -6½	8
Mackerel, medium, each	14 -15
Steak, cod, fancy, express, lb.	5½ -6	6 -10
Herrings, each	3	3
Flounders	5	9
Flounders, New York	12
Salmon, Western	15 -16	20 -22
Salmon, Eastern	15 -16

FRESH LAKE FISH.

Carp, lb.	0 10
Pike, lb.	0 08	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 10	0 12
Dressed bullheads	0 12
Eels, lb.	0 08	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.09-.09½	.09-.10
Whitefish, small tulibees07-.07½	.06
Lake trout, large and medium, lb.10	.10

Dore, dressed or ound, lb.08½-.09	.09-.13
Pike, dressed and headless, lb.06½-.07	.07
Pike, round, per lb.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	15 00
Mackerel, N.S., half bbls., 100 lbs.	8 00
Mackerel, N.S., pails, 20 lbs.	2 00	2 00
Herrings, Labrador, bbls.	0 00	0 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, im'td milkers, hf bbls	8 50
Holland herrings, im'td milkers, kegs.	1 10	85-1 00
Holland herrings, mixed, half bbls.	8 50
Holland herrings, mixed, kegs	1 00	70-0 95
Lochfyne herrings, box	1 50
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—There are some changes in the fish market. Fresh fish has now disappeared, being replaced by frozen fish. The following are the quotations for the week.

Fish—	
Frozen salmon	0 10
Frozen halibut	0 08½
Pickled	0 07½
Steak cod, per lb.	0 07½
Lake Winnipeg whitefish	0 09
Finnish haddie	0 09
Kippers, per box	1 75
Lake trout, per lb.	0 10
Bloaters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked gold-eyes, doz.	0 50
Oysters, per gal.	2 50
Oysters, 3-gal. tin	2 75
Oysters, on shell, doz.	0 25
Poultry, Live—	
Fowl	0 10
Roosters	0 09
Chickens	0 15
Turkeys	0 15
Ducks	0 11
Ducklings	0 12
Geese	0 10

CANADA'S EXPORTS TO BRITAIN GROW

The balance of trade between Canada and Britain in favor of Canada is mounting up. Great Britain bought from Canada up to the end of September goods to the value of £27,783,460, while Britain sold to Canada goods to the value of £9,881,408. The balance of trade in favor of Canada is therefore approximately \$90,000,000. For the full year, at the present rate of Canada's output of war supplies of all kinds, the balance of trade in Canada's favor will probably be over \$130,000,000.



PRODUCE AND PROVISIONS



Large Deliveries of Poultry

But Still Too Early to Forecast Christmas Prices—Storage Eggs May Be Higher—Firm Feeling in Cheese Market—Hog Products Up Again in Toronto

MONTREAL

PROVISIONS.—As regards meats, the market for live hogs is steady, and prices unchanged. The demand for all lines of pork products is exceptionally good. Shortening has advanced half a cent owing to higher prices on cotton seed oil.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 29	
Peameal	0 29	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 13½	
Barrelled Pork—		
Heavy short cut mess	27 00	Per bbl.
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs, net	0 14½	
Tubs, 50 lbs, net	0 15½	
Boxes, 50 lbs, net	0 14½	
Pails, wood, 20 lbs, gross	0 15	
Pails, tin, 20 lbs, gross	0 15	
Cases, 10 lbs, tins, 60 in case	0 15½	
Cases, 3 and 5-lb, tins, 60 in case	0 16½	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs, net	0 12	
Tubs, 50 lbs, net	0 12½	
Boxes, 50 lbs, net	0 12½	
Pails, wood, 20 lbs, net	0 12½	
Pails, tin, 20 lbs, net	0 12½	
Cases, 10 lb tins, 60 in case	0 13½	
Cases, 3 and 5-lb, tins, 60 in case	0 13½	
Bricks, 1 lb., each	0 14½	
Hogs—		
Dressed, abattoir killed	13 00	13 25

BUTTER.—The market is firm and steady. The make of creamery is large, but the quality is inclined to be rather poor. This week we are quoting two grades of creamery—September make at 34c, and fresh made at 32½c. Quite a lot of fresh rolled butter is arriving on this market.

Butter—	
Finest creamery, September make	0 34
Finest creamery, fresh made	0 32½
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers	0 23

CHEESE.—This market is reported higher, and there is a decidedly firmer feeling. The price of new make has been advanced to 18½-19c.

Cheese—	
Old make	0 20
Stilton	0 19
New make	0 19

EGGS. The demand for storage is exceptionally good for both local and ex-

port. Stocks in Montreal are larger than last year, and this week's prices are the same as last week's. The following figures give an idea of stocks held in Chicago at the end of November:— Dec. 1, 1915, 1,848,000 cases; Dec. 1, 1914, 1,649,000 cases; excess, Dec. 1, 1915, 199,000; excess, Nov. 1, 1915, 438,000 cases.

Eggs, case lots—	
New laid, stamped	0 60
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—The market during past week has been fairly steady. Deliveries have been large, but there is still a good deal of No. 2, and poorly dressed stuff coming in. At a number of country fairs, American buyers were present, and paid as high as 22c for turkeys; it is difficult to see how they will make money on these, as New York quotations on turkeys are 20-22c. It is expected that deliveries of poultry up to Christmas will be large, and prices should remain about same as they are to-day.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 25	0 30
Fresh stock—		
Turkeys	0 21	0 22
Fowl, large	0 17	0 19
Fowl, small	0 10	0 12
Roasting chicken, milkfed, 4 lbs. or over	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 76	1 00
Squabs, Canadian, pair	0 40	
Squabs, Philadelphia, pair	0 70	
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 10	0 12
Turkeys	0 17	0 18
Ducks	0 16	
Geese	0 14	0 14
Chicken	0 13	0 14

HONEY. —Quotations remain unchanged, and are the same as they have been for a number of weeks.	
Honey—	
Buckwheat, tins	0 07
Strained clover, 60 lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

Receipts in Montreal

	Butter.	Cheese.	Eggs.
	Boxes	Boxes	Cases
Week ending Dec. 4, 1915	3,488	21,166	3,586
Week ending Dec. 5, 1914	2,724	9,382	3,604

TORONTO

PROVISIONS.—The firmness in pork product seems to continue and hams, dry salt meats and lard again show advances. In the case of lard it is fractional, but even a straw shows which way the wind

blows. We quote pure lard in pails at 14½ to 14¾c.

Hams—		
Light, per lb.	0 19	0 20
Medium, per lb.	0 18½	0 19
Large, per lb.	0 15	0 15½
Backs—		
Plain	0 24	0 25
Boneless, per lb.	0 27	0 28
Pea meal, per lb.	0 27	0 28
Bacon—		
Breakfast, per lb.	0 21	0 24
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 15	0 16
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 16	0 16½
Long clear bacon, small lots	0 16½	0 16½
Flat backs, lb.	0 14	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 60 lbs.	0 14	0 14½
Pails	0 14½	0 14½
Tins, 3 and 5 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 14½	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 50 lbs., per lb.	0 13½	0 13½
Pails, 20 lbs., per lb.	0 13	0 13½
Hogs—		
Dressed, abattoir killed	14 00	14 25

BUTTER.—This market shows no change in price and little in sentiment. The make of dairy seems to be increasing and there is an easier tendency. Creamery is unchanged. Demand is steady and the situation presents little feature.

Butter—		
Creamery prints, fresh made	0 33	0 34
Dairy prints, choice, lb.	0 29	0 31
Dairy prints, lb.	0 26	0 28
Bakers	0 22	0 23

CHEESE.—By way of varying what has become the rule in cheese market reports, we chronicle no advance in cheese this week, though the market is firm and high. Export still remains a big factor. Domestic buying is steadily good.

Cheese—		
Large, per lb.	0 18	0 18½
Twins, per lb.	18½	0 19½

EGGS.—There is no alteration in prices this week. New laid are still anything from 45 to 50, with the latter a favored figure. With regard to the storage situation in the States, it is interesting to note that withdrawals from storage last month were fifty per cent. more than a year ago. Some take this as a bullish indication and think we shall see higher levels in storage egg prices, which are low enough, despite small local consumption.

Eggs—		
New laids, specials, in cartons	0 45	0 50
Extras	0 33	0 35
No. 1, storage	0 30	0 31
No. 2, storage	0 25	0 26

POULTRY.—Once more there is no change in prices. Turkeys are being shipped in freely enough at present, but the price is quite firm and has even been tending higherwards. It is too early yet to offer any opinion as to what will happen to prices around Christmas. Buying has not been heavy yet. Other lines show little feature.

Poultry—	Live.	Dressed.
Old fowl, pound	0 08—0 10	0 13—0 15
Spring broilers	0 15—0 16	0 18—0 20
Old turkeys	0 12—0 13	0 15—0 18
Ducklings	0 09—0 10	0 17—0 18
Turkeys	0 15—0 16	0 21—0 22
Chickens	0 10—0 12	0 15—0 18

HONEY.—Prices on clover are somewhat higher, and we have amended our list accordingly. Business is steady without much feature.

Buckwheat, tins	0 08
Strained, clover, 60-lb. tins	0 11
Strained clover, in 10-lb. tins	0 12
Strained clover, in 5-lb. tins	0 12½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

WINNIPEG

PRODUCE AND PROVISIONS.—Trade in wholesale cheese is active, especially at country points, and market is firm. There are no changes in butter and eggs. Best lines of bacon are dearer. Lard prices are steady.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	0 23

Bacon—		
Breakfast, per lb.	0 18	0 22
Shoulders, per lb.	0 12	0 13

Dry Salt Meats—		
Long clear bacon, light	0 19	

Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—		
Heavy pork, per bbl.	2 00	

Lard—		
Tierces	0 13½	
Pails	2 87	
Cases, 5s	8 77	
Cases, 3s	8 85	

BUTTER.—

Butter—		
Creamery	0 32	0 34
Best dairy	0 25	0 28
Cooking	0 12	0 15

EGGS.—

Eggs—		
No. 1 storage	0 26	0 28
Straight receipts	0 30	0 35

CHEESE.—

Cheese—		
New, large	0 18	
New, twins	0 18½	

FRUIT AND VEGETABLES

(Continued from page 33.)

both barrels and box, are of mediocre quality. In vegetables, potatoes are firm and continue to rise in price. California head lettuce and cauliflower have been added to the list.

Fresh Fruits—		
Ontario apples, bbls.	5 00	7 00
B.C. box apples, No. 1s	2 25	2 40
B.C. box apples, No. 2s	2 10
Washington box apples	1 50
Valencia oranges, cases	5 00	6 00
California lemons	5 50
Bananas, bunches	2 50	3 50
Cape Cod cranberries, bbl.	10 50
Jersey cranberries, bbl.	11 00
Washington pears	3 00
Daniou pears	3 50
Malaga grapes, kegs	7 50	10 00
Valencia onions, cases	6 50
Sack onions, 100 lbs.	2 00
Red Globe onions, lb.	0 02½
Head lettuce, doz.	1 00

B.C. celery, lb.	0 05	0 09
California tomatoes, 30 lbs.	2 50

VEGETABLES.—

Cabbage, per lb.	0 01
Peppers, per basket	0 75
Mushrooms	0 50
Carrots, per lb.	0 01
Turnips, bushel	0 45
Manitoba potatoes, local loads	0 65
Manitoba potatoes, sack'd, carloads	0 63
Garlic, per lb.	0 25
Squash, per lb.	0 13
Turnips, bushel	0 04
Pumpkins, per lb.	0 04
California head lettuce, case	4 00
California cauliflower, doz.	2 50

MAJORITY FAVOR \$1.35—15c LINE (Continued from page 18.)

Hugh Malcolmson, Chatham, Ont.—"I would not consider the 10c article at a cost of one dollar. That is too near cost of doing business. The 15c article leaves a small enough margin."

J. W. Webb & Sons, Walkerville, Ont.—"We would rather sell goods costing us \$1.35 at 15c. We do not believe in selling an article for 10c that costs us more than 95c per dozen. The other line gives us a larger percentage and encourages the customer to invest more money."

J. L. Beauchamp, Qu'Appelle, Sask.—"I prefer selling the 15c article costing \$1.35 for several reasons. I make more money on the dozen, a larger percentage on the investment, and a bigger percentage on the selling price."

J. G. Elliott, Okanagan Landing, B.C.—"Both being of equal quality and saleable, I would prefer the \$1.25 per dozen article, retailing at 15c. The reason is that the profit would be 25c greater on each dozen."

J. D. Calcott, Tilston, Man.—"By the time you consider all costs on the 10-cent article it certainly is not a profitable line for one in the West and in a small place to handle. I take it that you mean the article to cost \$1 doz. at the wholesale. Then overhead costs begin from the time it leaves there. We are about 200 miles west of Winnipeg; so first comes freight, then unpacking and placing on shelves; then time taken to make sale, take money and make change. After that are the expenses not charged directly, such as interest on outlay, fire insurance, light, heat, rent, and other minor expenses connected with business. On a dozen it would take about 15 minutes of a clerk's time to unpack, place on shelves, sell the dozen articles and make the necessary change. A clerks wages averaging 22½c per hour means 5½c. Therefore, article costs \$1.05½, including clerk's time leaving 14½c for all other expenses and profits; 14½c on \$1.05½ is not a workable wage. The other doz. articles at \$1.35 to sell at 15c might the better and fairer pro-

position, and is not an outrageous profit. This is as it appeals to me under the conditions that we have in the West in small places."

Deaville & Sons, Victoria, B.C.—"We certainly prefer to sell an article costing us \$1.35 for \$1.80, than one costing \$1.00 for \$1.20. The latter price may be more popular in some districts, and would be cheaper to the consumer, but it would not pay us so well at the 15c article. Here in British Columbia, two for 25c is a popular price, but 15c profit out of \$1.35 would not pay us."

Coulter & Berry, Langley Fort, B.C.—"An article costing \$1 per dozen, and retailing for \$1.20, yields a profit of 20 per cent. on cost or 16 2-3 on selling price. An article costing \$1.35 per doz. and selling for \$1.80 per doz., yields a profit of 33 1-3 per cent. on cost, or 25 per cent. on selling price. The latter would certainly be the most profitable providing the sales were as readily made as in the former."

SERVICE DEPARTMENT

In connection with the enquiry in last week's issue re dried raspberries, it should be added that H. P. Eckardt & Co., wholesale grocers, Toronto, also sell this line.

CATALOGUES AND BOOKLETS

An attractive booklet is being distributed by W. Clark, Ltd., Montreal, manufacturers of pork and beans, meats in glass, and other tinned and glass goods. This booklet is for distribution among the housewives and it is very handsomely gotten up with half-tone illustrations of their various lines in original colors. The book is entitled the "Clark Food Delicacies." It also contains a number of suggestions illustrated in colors for luncheon, many recipes, suggestions for picnics, etc. It is an exceedingly attractive little booklet.

NEW SUGAR CONCERN

The Western Sugar Refining Co., with head offices at Petrolia, Ont., has been granted an Ontario charter. The provisional directors include D. A. Gordon, Wallaceburg; W. H. Gratwick, Buffalo, N.Y.; R. D. Mitchell and D. J. Kilby, of Cleveland, O.; G. R. Mackenzie and K. C. Kerr, of Petrolia, Ont. The capital is \$600,000 of \$100 each, of which 2,000 shares will be preferred.

BANK OF MONTREAL

Annual General Meeting Held 6th December, 1915

The 98th Annual General Meeting of the Shareholders of the Bank of Montreal was held in the Board Room at the Bank's Headquarters.

On motion of Mr. R. B. Angus, Mr. H. V. Meredith was requested to take the chair. Mr. C. J. Fleet, K.C., moved, and Mr. A. Piddington seconded, that the following gentlemen be appointed to act as Scrutineers: Messrs. George R. Hooper and G. L. Ogilvie, and that Mr. O. R. Sharp be the Secretary of this meeting. This was carried unanimously.

The Chairman then called upon the General Manager, Sir Frederick Williams-Taylor, to read the annual report of the Directors to the Shareholders at their 98th Annual General Meeting, held Monday, December 6th, 1915.

THE ANNUAL REPORT

The Directors have pleasure in presenting the Report, showing the result of the Bank's business for the year ended 30th October, 1915:

Balance of Profit and Loss Account, 31st October, 1914	\$1,232,660.42
Profits for the year ended 30th October, 1915, after deducting charges of management, and making full provision for all bad and doubtful debts	2,108,631.06
	<hr/> \$3,341,300.48
Quarterly Dividend 2½%, paid 1st March, 1915.....	\$ 400,000.00
Quarterly Dividend 2½%, paid 1st June, 1915.....	400,000.00
Bonus 1%, paid 1st June, 1915	150,000.00
Quarterly Dividend 2½%, paid 1st Sept., 1915.....	400,000.00
Quarterly Dividend 2½%, payable 1st Dec., 1915.....	400,000.00
Bonus 1%, payable 1st Dec., 1915	160,000.00
	<hr/> \$1,920,000.00
War Tax on Bank Note Circulation to 30th October, 1915	127,347.53
	<hr/> 2,047,347.53

Balance of Profit and Loss carried forward

Since the last Annual Meeting a temporary Branch was opened at Valcartier Camp, P.Q., for the convenience of the troops during their stay in camp.

The following Branches have been closed:—

In Québec—Valcartier Camp.

In British Columbia—West Summerland, Invermere, Alberni, Lumby.

The Directors have to record, with deep regret, the death of Mr. David Morrice, who had been a member of the Board since 1907.

All the offices of the Bank, including the Head Office, have been inspected during the year.

(Sgd.) H. V. MEREDITH,

President.

Bank of Montreal,
6th December, 1915.

THE PRESIDENT'S ADDRESS:

Mr. H. V. Meredith, in moving the adoption of the annual report, said:

The unprecedented conditions under which trade and commerce have been conducted during the past year remain unchanged, and are the cause of constant anxiety to those concerned with financial affairs.

It will be gratifying to you to learn that, after making liberal and, it is believed, adequate appropriation for known losses and doubtful debts and war taxes, the profits of the year have enabled the usual distribution to be made to shareholders and a surplus to be carried to credit of Profit and Loss Account. In view of the trying circumstances prevailing, the need of maintaining large reserves and the low rates of interest obtainable in the United States and until quite recently in England, I think you will agree with me that this result of our banking year is quite satisfactory.

Our widespread operations make us concerned with conditions in other countries. In Great Britain, normal conditions no longer prevail. Large numbers of men have been withdrawn from their customary occupation to enter the army, factories have been diverted to the production of war supplies, and a considerable shortage of labor exists. The result is that trade passes from British firms into the hands of neutrals, thus disturbing the balance of trade, but it is believed that in the early future this condition will right itself and the obligations abroad of Great Britain will be correspondingly reduced.

The financial situation has, of course, been affected by the disturbance of trade and large domestic borrowings by the Government, but it is gratifying to know that the strain arising from the war has been readily and easily borne.

Business in the United States has greatly improved during the year. War orders account for much of this improvement, while large grain

crops, following a period of liquidation, have stimulated trade. Deposits in the banks of that country are enormous, and the United States, for the time being, has become the great creditor nation.

TRADE WELL MAINTAINED

All things considered, the trade of Canada has been well maintained, both as to volume and character. For some time before the outbreak of war, a restraining hand was placed on speculative ventures, which, in an era of prosperity, had run to dangerous excess, and we were, as a consequence, fairly well prepared to face the closing of the London money markets to flotations of all kinds. A temporary dislocation in many branches of trade followed. Reorganizations in some cases were, and may yet be found necessary to adjust capitalization to earning power, the only logical course to be pursued when such conditions have to be dealt with. As the year progressed, the effect of the war on the trade of Canada proved less injurious than was expected. In fact, business conditions distinctly improved.

Natural resources continue to be developed and their product to find a ready and profitable sale, while many branches of manufacture have been employed to capacity in turning out munitions of war, the money value of which runs into scores of millions. The resulting employment of labor has been of almost incalculable advantage.

HARVEST AN ENCOURAGING FEATURE

The most encouraging feature of the year, however, from a trade and finance standpoint, has been the bountiful harvest of the Northwest, where a greatly increased area under cultivation has given the highest average yield in the history of the country. It is estimated that the grain crop of Manitoba, Saskatchewan and Alberta has a market value to the producers of approximately four hundred million dollars, in

the use of which we may anticipate not only the liquidation of much indebtedness, but the stimulation of current trade.

These truly remarkable results will, I think, have the effect of attracting the tide of emigration to our shores when the world is again at peace.

In the older Provinces, the harvest has been rather better than the average.

Farming, the backbone of the country, is prosperous.

There is a greater demand for the products of the mines, at higher prices.

From the Atlantic to the Pacific, good fisheries are reported, also at enhanced prices.

The lumber business generally throughout Canada, though suffering from inability to obtain tonnage to market the cut, shows some improvement.

The Textile and allied industries are at the moment well employed, while the Steel Companies and those engaged in the manufacture of war are fully occupied.

In the wholesale trade, stocks of merchandise had become depleted, and necessary replenishing and better demand have stimulated business.

The financial position of the Dominion Government has been recently so clearly defined by the Minister of Finance that I refer to it now only to state that the country has been fortunate to have come through a period of general financial upheaval with its needs fully provided for and with the strength and soundness of its credit unimpaired.

FAVORABLE TRADE BALANCE

The restoration of a favorable balance in our foreign trade is a factor of supreme importance at the present time, as it enables us to conserve our gold supplies and to curtail our borrowings abroad to some extent. As you are aware, the balance of foreign trade against Canada had been quite large for several years past, due principally to the ease with which we were able to borrow in the London market. Now that this avenue is closed, we have been compelled to curtail imports and increase exports in order to meet interest obligations and maintain our credit. How successfully we are meeting the situation a few figures will show: In the seven months ending October 31st, 1915, the value of exports of Canadian products was \$245,550,000, and in the same period of 1914 was \$226,757,000; while this year in these seven months we have exported Canadian products of the value of \$326,430,000, or \$100,000,000 more than last year, and the great crop surplus has still to go forward.

Comparing the foreign trade of Canada for the seven-months period ending with October, imports have declined from \$390,544,000 in 1913 to \$253,107,000 in 1915, while exports of domestic products, as I have said, have risen from \$245,550,000 to \$326,430,000; an adverse balance of \$145,000,000 being converted into a favorable balance of \$73,323,000, or a betterment in respect of foreign trade of no less than \$218,000,000 within the short space of two years.

War contracts, of course, have contributed substantially to this expansion, the value of manufactures exported having risen from \$39,000,000 in the first seven months of the last fiscal year to \$84,000,000 in the same period of the present year, and, as in the case of cereals, this export trade is on an ascending scale.

CANADA'S POSITION FAVORABLE

The position of Canada is a highly favored one, with an assured future of growth, development and general prosperity. At present, however, we live in the shadow of the great war, to which all else must be subservient. What its duration will be, and the position in which its termination will find us, can be matter of the merest conjecture. The vast armies now engaged in the struggle cannot be kept in the field indefinitely. The financial factor is daily assuming increased importance, and in this respect the advantage is unquestionably with Great Britain and her Allies.

After the war, a readjustment of trade conditions is to be expected. The flood of wealth which has attended the export of munitions and war supplies must of necessity be largely curtailed, and a new set of problems will have to be faced. As I have said on former occasions when I have had the pleasure of addressing you, if economy be exercised to meet the increased burden of taxation, of which we must bear our share, and the production of exportable articles increased to the utmost extent, to protect our gold supply and minimize our borrowings, and if we keep strong in working capital, then no matter what difficulties the future may have in store for us, we can look forward to them with a degree of complacency. Our agricultural resources and undeveloped wealth will enable us to bear the strain which may be imposed upon us, and we shall, in the end, come safely

through the period of economic upheaval and world-wide conflict with a larger debt, it is true, but with our ability to meet it unquestioned and our economic position not seriously impaired.

In the meantime, our duty as Canadians, is to watch closely the current of events, to be prepared for emergencies and to take advantage of propitious circumstances as they arise.

I cannot properly close these remarks without some reference to 400 odd gallant young men of the staff of the Bank who have joined the Colors and gone to the front to fight the Empire's battles. Of these, the names of 16 have been added to the Roll of Honor, having been killed in action.

Their courage and patriotism, their deeds of valor and their glorious end will be inscribed in the Bank's archives, and to the families and relations we give expression of our profound admiration of their devotion to country and Empire and tender our sincere sympathy in their loss.

Mr. R. B. Angus seconded the motion for the adoption of the report, which was carried unanimously.

GENERAL MANAGER'S ADDRESS

Sir Frederick Williams-Taylor, the General Manager of the Bank, in reviewing the Bank's statement, said:

Gentlemen, the balance sheet, which it is my privilege and duty to present to you to-day, reflects the result of twelve months of business conducted under conditions such as this country and its banks have never before been called upon to face.

In previous years we have experienced the effects of outside panics and crises, many of them of an injurious and even alarming nature, but as a rule the danger was brief, and the damage quickly repaired.

The year under review differs, in that there have been no such financial crises, but what has been more difficult to surmount, a continuous period of anxiety with problems not only varying in character, but differing from any in our former experience.

You will undoubtedly feel gratified that your Bank has come through the unsettled conditions referred to without loss of strength, and is enjoying increased prestige.

As for the future, the daily difficulties will be grappled with as they arise, and we gauge, to the best of our ability, the somewhat obscured trend of coming events.

As the President has reviewed in general the trade and financial conditions in Canada and at the chief financial centres abroad, my duties are confined to a short account of the working of the Bank, an explanation of the more important features of the accounts submitted to you to-day, with some detailed references to the points arising therefrom, and to local conditions in our Provinces.

As you are well aware, this Bank long ago ceased to be merely a domestic financial institution, and therefore it is necessary, in presenting to you the annals of the business, to touch upon conditions affecting us in London and in New York, where we carry such a material portion of our primary and secondary reserves.

GENERAL MANAGER'S SUPPLEMENTAL REPORT ON PROVINCIAL CONDITIONS

ONTARIO

A year ago conditions in Ontario were the reverse of satisfactory. With business already severely restricted and further dislocated as a result of the war, with many factories closed and others running with reduced pay rolls and shortened hours, and with collections slow, manufacturers, wholesalers and retailers looked for hard times. The lumber trade was dull, building at a standstill, and lower prices for real estate were deemed inevitable. The problem of the unemployed was an added concern for the approaching winter.

Presently, however, Government orders for the manufacture of war munitions increased rapidly and many woollen mills, tanneries and machine shops were soon working to capacity. With prospects of a large crop and with increasing Government expenditure for war munitions, misgivings began to disappear. The farmers, the least affected, had placed under cultivation a larger acreage than ever before, and, as a result, a splendid crop, perhaps the best in the history of the province, has been harvested. Prices have been good. Economy is still being practised in keeping with new conditions. Wholesalers and retailers report smaller turnovers, with collections slow.

The lumber trade has been quiet. Stocks are heavy for this time of year, and the local demand light. The American trade has been moderate, but a marked revival is promised. It is expected that the cut this season will be much reduced.

The mines are now active, though the total production is less than last year. The output of

silver will doubtless increase in consequence of the rapid rise in price. The value of gold mined has increased by 50 per cent. The nickel and copper mines have been greatly stimulated by the demand created by the war.

Municipal expenditure has been in keeping with the general spirit of economy. No new railway construction of importance has been attempted, nor any large power scheme undertaken.

The value of first-class city property and good farm lands is maintained, holders being unwilling to make sacrifices. Building in Toronto is reported to show progress, and the labor situation has greatly improved.

Confidence, which was lacking a year ago, now seems to be restored.

PROVINCE OF QUEBEC

With improved agricultural markets, and crops above the average, the rural sections of the Province are in a satisfactory condition.

The high freight rates and scarcity of tonnage for shipments to Great Britain, together with a limited demand, until recently, from the United States, have resulted in a somewhat unsatisfactory year for the lumber trade. Large stocks of lumber are being wintered, and forest operations for the coming season will, as a rule, be curtailed. Scarcity of tonnage for shipment of paper to England has increased the export of that important commodity to the United States, although the price of news print there has not maintained the level to which it rose during the early days of the war.

Wholesale and retail business is reasonably good, but the commercial agencies report failings above the average.

General manufacturing conditions, especially in Montreal, have steadily improved throughout the year. The Textile Companies report business as being quite good and the manufacture of munitions of war has brought activity and profit to certain important industries.

There has been little movement in real estate. The high prices at which properties are still held in the chief centres are not an accurate guide to realizable values.

MARITIME PROVINCES

General conditions are reasonably satisfactory through our Maritime Provinces. The crops, excepting apples, have been bountiful, with good prices.

Fishermen have had a successful season with a larger catch than last year and high prices.

Lumbermen on the whole have not had a good year. Last season's cut was above the average, but a dull American market, combined with scarcity of tonnage and high freight rates to England, caused a falling off in sales. Large stocks of lumber are being carried into the winter and in consequence the coming season's operations probably will be curtailed. Within the last few weeks, however, there has been a marked revival in the American demand.

The output of the coal mines will be greater than last year, due in large measure to the requirements of the steel plants, the business of which has been largely increased by war orders.

Wholesale and retail trade is reported as in a healthy condition.

NORTHWEST PROVINCES

The Northwest has recovered to a marked extent from the economic dislocation of a year ago.

The season's wheat and other cereal crops have exceeded all previous records in quantity and quality, and despite the enormous yield, prices have been uncommonly well maintained.

It would be difficult to exaggerate the importance of these results to the Prairie Provinces—and the Dominion at large.

Live stock, which was decreased somewhat last year when feed was scarce, is again being increased, and the prosperity of those engaged in mixed farming and in ranching is most encouraging.

Packing plants are finding business satisfactory. The combined capacity of the plants in the Northwest is about 15,000 hogs daily.

The flour mills in Manitoba, Saskatchewan and Alberta are busy and are doing well. Their combined daily capacity is about 27,000 barrels.

With important exceptions, coal mining, which is largely confined to the Province of Alberta, has not been profitable during the past year.

Oil prospects have been disappointing.

Real estate is quiet—speculation has ceased. Public and private expenditures in the Northwest have been comparatively small in the year.

The expenditures of the Provinces and the Municipalities were reduced to a minimum. There has been some expenditure by Railways on new construction, principally in Southern and Northern Alberta, in both cases serving good, arable lands. Work on the Hudson's Bay Railway has been continued.

A considerable amount has been spent by the Dominion Government in the erection of large interior storage elevators.

The large advances of the Dominion Government to farmers in certain districts, principally in the form of seed, were made very opportunely and have been amply justified by the very large crop yield in those districts.

Business in many important lines is good and should continue to improve as returns from grain yet to be marketed are received.

The general business outlook has been transformed by the large crop.

BRITISH COLUMBIA

Following the outbreak of war, British Columbia was seriously affected by the stoppage of expenditure on railway construction and extension, and in the outlay upon public works, also by the cessation of inflow of capital to develop the lumber, mining and other resources of the Province. Speculation in real estate had risen to a height where prices were quite beyond reasonable productive values. Business has now been forced by adversity to a sounder basis and shows signs of recovery. There has been a very general tendency toward economy and retrenchment with beneficial result.

During the past year mining of all classes has revived, bringing increased employment and a growth of orders for equipment and supplies. The establishment of a refinery would be of great benefit to the country. In agriculture good crops are reported, and, although prices are disappointing, it is satisfactory that the Province is gradually getting into the position of feeding itself. The fruit crop is excellent and is being marketed under better conditions than formerly and at better prices.

The salmon catch exceeded expectations for an off year, and demand and prices have been satisfactory. The halibut catch has been satisfactory also and marketed under favorable conditions. The lumber trade is in a better position than when under review a year ago, largely in consequence of improved demand from the Prairie Provinces, but still suffers through lack of shipping for the export trade, which trade could be greatly increased with adequate facilities.

The population has temporarily fallen off through enlistment and lack of employment in building trades and railway construction.

With return to more settled conditions, there is bound to be an influx of new people and some resumption of the flow of capital to develop the great natural resources of this Province.

NEWFOUNDLAND

This year's catch of cod, the great staple product of Newfoundland, will be equal to that of last season, while the prices being realized are exceptionally high. In consequence trade, wholesale and retail, is good, and general business conditions throughout the country may be considered satisfactory.

The sealing voyages of last spring were the most unprofitable on record. On account of the very high freight rates offering, it is probable some of the best ice ships will be withdrawn from seal fishing for service elsewhere; therefore the prospects for next spring's sealing are poor.

The pulp and paper business has been disappointing. Markets for ground wood pulp were poor, freights high, and tonnage scarce. Large quantities will be carried over this winter by the mills. The adverse sterling exchange has largely militated against profits, as exports of this product are mainly to Great Britain.

General conditions, however, are largely governed by the cod fisheries, and the excellent returns from them are enabling the Colony to weather the universal storm with a fair measure of comfort and confidence.

MEXICO

The business of our office is practically at a standstill, and our very limited operations are being performed under extraordinarily trying conditions.

ELECTION OF DIRECTORS

The ballot for the appointment of auditors and the election of directors for the ensuing year was then proceeded with, and the scrutineers appointed for the purpose reported that Messrs. George Hyde, C.A.; J. Maxtone Graham, C.A., and James Hutchison, C.A., were duly appointed auditors, and the following gentlemen duly elected directors: D. Forbes Angus, R. B. Angus, A. Baumgarten, H. R. Drummond, C. B. Gordon, E. R. Greenshields, C. R. Hosmer, Sir William Macdonald, Hon. Robt. Mackay, Wm. McMaster, H. V. Meredith, Sir Thomas Shaughnessy, K.C.V.O.

The meeting then terminated. At a subsequent meeting of the directors Mr H. V. Meredith was re-elected president.



FLOUR AND CEREALS



Flour and Feeds Advance

Manitoba Flour 40c Higher—Ontario Also Higher — Bran and Shorts Each Advance — Strong Market For Oats

MONTREAL

FLOUR.—Following the seizure of wheat in elevators east of Fort William by the Government, the wheat market showed considerable firmness, and on Thursday last an advance of 20c per bag took place in Manitobas, and 10c per bag in Ontarios, prices early this week went up again 20 and 10 cents respectively, and if the market goes any higher, there will be further advances in flour. Winnipeg market was all excited on Monday, an advance of 4c occurring, whereas the Chicago market was rather inactive, indicating that the Government wheat seizure is having some effect. It is pointed out by flour men here that the Government took this action to keep the market down, whereas it has since been steadily advancing. Why, it is asked, did the Government not go into the market like any other man and buy it gradually? Or, if they wanted it, why did they not commandeer the whole crop and fix prices, instead of taking only a part of it, which hits some and favors others? Ontario flour has not advanced much. But millers in Ontario are withdrawing offers. Dealers here are able to sell in small quantities, but larger quantities they will only sell subject to what they can get it at. Dealers had been looking for lower prices on Ontarios with the close of navigation, and the reverse is taking place due apparently to the action of the Government. An Ontario farmer writes to a local firm in the following terms: "In my opinion, wheat is going to be much dearer than at present, and the trade will find out that we have not as much winter wheat as they have been counting on. Hogs, \$9 per 100 lbs. is a good price, and farmers are feeding their wheat to the hogs, and making \$1.25 per bushel. You are not going to see much wheat while they can make these prices out feeding hogs."

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 50
Second patents	6 00
Strong bakers	5 80
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	5 85	6 10
90 per cent. in wash	5 35	5 60
90 per cent. in bag	5 20	5 70

CEREALS.—The tone of the rolled oats market is firm, with only a firm volume of business passing. Quotations run in the neighborhood of 2.50 to 2.60 per bag of 90 lbs.

Cornmeal—	Per 95-lb. sack
Gold dust	2 40
Unbolted	2 05
Rolled Oats—	90's in jute.
Small lots	2 55
25 bags or more	2 50
Packages, case	3 90
Rolled oats in cotton sacks, 5 cents more.	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	4 40
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 80
Barley, pearl, lb.	0 04½

FEEDS.—The situation as regards bran is becoming more acute, as the demand exceeds the supply. The reason for this unusual state of things is hard to find. The demand both for domestic and import is so heavy, it would not be surprising if another advance took place before long. A dealer stated that a local house had informed him that if he could give them a thousand tons of bran for export, they could handle it for him. On account of the colder weather, a better demand for moulee is being experienced.

Mill Feeds—	Per ton
Bran	22 00
Shorts	23 00
Middlings	27 00
Wheat moulee	30 00
Feed flour, bag	1 87½
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 70

TORONTO

FLOUR.—All prices on Manitobas are up at least 20 cents this week, and one miller has advanced 40 cents. First patents are quoted on the Board of Trade as we write at \$6.20. The miller who is already up to \$6.40, expects still further advances soon. Ontario winter wheat flour is also higher. There are various quotations; the most general is \$5. Both markets are exceptionally firm.

What has happened is, of course, the soaring wheat market, which is up 8 to 12 cents a bushel, and firm at that. This advance occurred subsequent to the Government's action in commandeering wheat, and appears to have been the result which the Government—explaining

why it did not buy in the open market—wished most to avoid. The speculative element is very pronounced. One miller this morning gave it as his opinion that "wheat is just as likely as not to go to \$1.50. What is to stop it now?"

Export of flour still continues heavy. Whether overseas buyers will pay present prices is a question. They may balk. But orders are still to be filled for requirements, and when those supplies are exhausted, buying will probably be active again, high levels or not. Winter wheat flour is selling freely at 40 cents more this week than last.

Flour is still about 20 to 30 cents below the market value of wheat, millers say. Last week Chicago May wheat touched \$1.20¼, and December wheat the same figure. Winnipeg December wheat touched \$1.14, so that we are still 6c under Chicago. If that market holds tight we are bound to see higher flour levels, say some millers.

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl.	per bbl.
First patents	6 60	6 40
Second patents	6 10	5 90
Strong bakers	5 90	5 70
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.	5 40	5 00

CEREALS.—The list generally is strong with marked firmness in rolled oats, pearl and pot barley. Pot barley is dearer and pearl is very scarce. Although oats are not having the bull market which is the portion of wheat, they are quite firm and tend higherwards. Domestic demand is heavy.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.		2 50
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		2 85
Oatmeal, granulated, 98 lbs.		2 85
Peas, Canadian, boiling, bush.		3 00
Peas, split, 98 lbs.		6 00
Rolled oats, 90-lb. bags		2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.		3 00
Whole wheat flour, 98 lbs.		2 80
Wheatlets, 98 lbs.		3 25

FEEDS.—The firmness which was noted last week has become even more marked and now both bran and shorts are up a dollar a ton. Export demand is still the big factor.

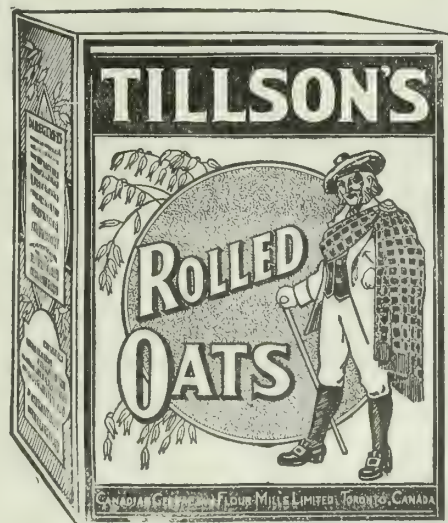
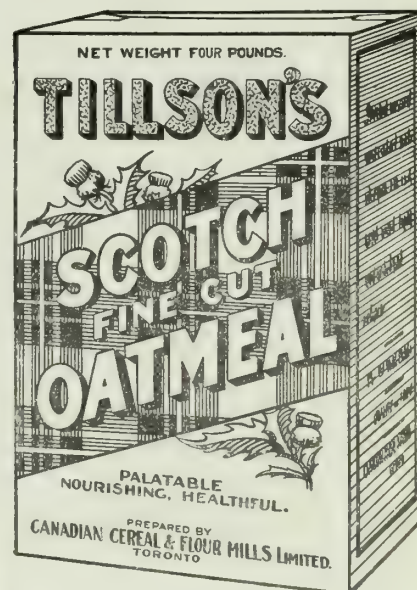
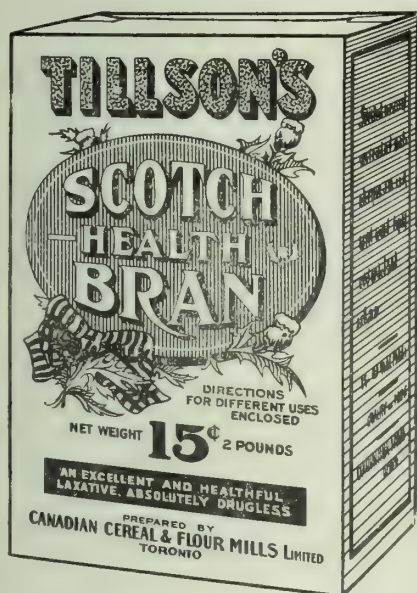
Mill Feeds—	Mixed cars.	Per ton
	lots.	lots.
Bran	23 00	25 00
Shorts	24 00	26 00
Middlings	27 00	29 00
Feed flour, per bag	1 60	1 50
Oats—		
No. 3, Ontario, outside points	0 39	0 40

A Mark



of Quality

Free Window
Display Sent
Upon Request



CANADIAN CEREAL & FLOUR MILLS CO., LIMITED
TORONTO, CANADA

L'Etoile Macaroni

(Star)

Hirondelle Macaroni

(Swallow)

Made from Canada's finest wheat

PUSH THIS PAIR OF LIVING ECONOMIZERS

Macaroni is a living economizer, as it replaces to a great extent the expensive cuts of meat.

This pair of Canadian-made products, being made from Canada's finest wheat — Manitoba Hard, should be featured this coming year, and right now, to help find a market for Canada's surplus of wheat.

Equal in every respect to the finest imported product, better by far than the ordinary brands, this pair of money-makers should be on your counter now.

Order your stock from your wholesaler and push L'Etoile and Hirondelle Macaroni.

C. H. Catelli, Limited

MONTREAL

AGENTS:

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case,	
weight 10 lbs.	\$ 0 49
4 oz. Tins, 4 doz. to case,	
weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case,	
weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case,	
weight 35 lbs.	1 70
12 oz. Tins, 4 doz. to case,	
weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case,	
weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case,	
weight 55 lbs.	5 00
5 lb. Tins, 1 doz. to case,	
weight 80 lbs.	9 50

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies
16-oz. Glass Jars.

	Per doz.
Apricot	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Currant, Red	2 25
Currant, Black	2 25
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 10
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 20
Strawberry	2 30

CATSUPS

In Glass Bottles

	Per doz.
1/2 Pts., Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	0 60
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS with Pork.

Brands—Aylmer, Simcoe, Quaker,
Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, To- mato Sauce, 2 doz. to case	1 17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to case	1 17 1/2

2's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case	1 50
2's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60

BLUE

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S

For sale in Canada by The
Eby-Blain Co., Ltd., Toronto; C.
O. Beauchemin & Fils, Montreal.
\$2, \$3, \$5, \$10, \$15 and \$20. All
same price, one size or assorted.

UN-NUMBERED

100 books and over, each 0 03 1/2
500 books to 1,000 books 0 03
For numbering cover and each
coupon, extra per book, 1/2 cent.

CEREALS

Buckwheat Flour (Self-ris- ing), 3 doz. to case, weight 70 lbs.	3 00
Per case	

Pancake Flour (Self-ris- ing), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernel, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 90
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

WHITE SWAN

Biscuit Flour (Self-ris- ing), 2 doz. to case, weight 70 lbs.	\$3 00
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COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	

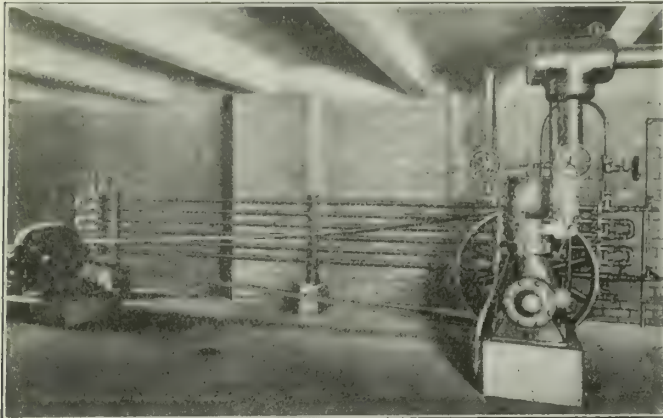
(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12- lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Iceings for Cake—
Chocolate, white, pink,
lemon, orange, maple, al-
mond, cocoanut, cream,
in 1/2-lb. packages, 2 and 4
doz. in box, per doz. 1 00

Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.

Arctic Ice Machine



will be a tremendous relief this spring and summer, and will help you to a bigger bank account. Just WHY an ARCTIC, we can best explain by letter. In justice to both of us you should write for complete particulars.

We leave the rest to your good judgment, and whatever you decide, you'll be under no obligation to us. Fair, isn't it?

Ask for Bulletin 2-B.

The Arctic Ice Machine Co.

The W. A. FREEMAN Co., LIMITED
HAMILTON, CANADA

Canadian Representatives.



Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO.'S.	
Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
Elite 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz., 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate li- quors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK	
BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved	Per case
Eagle Brand, each, 4 doz.	\$8 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 50
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE	
WHITE SWAN SPICES AND CEREALS, LTD.	
1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20

MOJA	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE	
A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

MINTO BROS. MELAGAMA COFFEE	
Ret.	Whol.
30c 1s, 1/2's, B. or G.	0 25
40c 1s, 1/2's, B. or G.	0 32
45c 1s, 1/2's, B. or G.	0 34
50c 1s, 1/2's, B. or G.	0 37
Tumbler coffee	0 25
Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.	

MINTO COFFEE (Bulk.)	
M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50 lb. tins.	

FLAVORING EXTRACTS	
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS	
1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO. CRESCENT MAPLEINE	
Special Delivered Price for Canada	
Per doz.	
1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	45 00
Half gallons, each, retail each \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE	
Knox Plain Sparkling Gelatins (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10
W. CLARK, LIMITED, MONTREAL	
Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	

Brooms of Quality

may always be had by ordering our brands. We have them at
\$3.00, \$3.25, \$3.50, \$3.75,
\$4.00, \$4.25, \$4.50, \$4.75,
\$5.00, \$5.50, \$5.75, \$6.00
per dozen.

FACTORY and MILL
Brooms \$3.75, \$4.25, \$4.75
per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

NEW FIGS

Just the thing for December selling:
10 lb. Boxes, 3 Rows.

Also small Briquettes in 8-oz. and 12-oz. lots.

The quality is excellent and price reasonable.

New Navel and Florida Oranges

Headquarters for

Fish and Oysters

Combine your Fruit and Fish orders
and save express.

QUALITY FIRST ALWAYS

White & Co., Limited

Wholesale Importers

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons
on the market.

"St. Nicholas"

"Queen City"

"Kicking"

J. J. McCabe

Agent

TORONTO



We would rather have a customer complain about the price than the quality of our goods.

**White Swan Spices and Cereals, Limited
TORONTO**



Results worth while

—the kind that keeps your business out of that old furrow of slow-going, profitless sales, putting the necessary ginger and snap into them. That's what featuring Wonderful Soap will do for you. It has changed many slow-moving soap departments into rapid-fire profit pullers. It's the quality that does it—the repeat order quality that makes fast friends of first purchasers.

Try the selling value of a stock to-day.

Guelph Soap Co.
GUELPH ONTARIO

Cambridge Sausage, 1s. \$2.40; 2s. \$1.
Boneless Pigs' Feet, 1/2s. \$1.50;
Lamb's Tongues, 1/2s. \$1.90.
Sliced Smoked Beef, tins, 1/2s. \$1.65; 1s. \$2.65; 4s. \$13.50.
Sliced Smoked Beef, glass, 1/2s. \$1.25; 1/4s. \$1.90; 1s. \$2.75.
Tongue, Ham and Veal Pate, 1/2s. \$1.20.
Ham and Veal, 1/2s. \$1.
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.25.
Ox Tongues, tins, 1/2s. \$2.40; 1s. \$5.00; 1 1/2s. \$8; 2s. \$10.
Ox Tongues, Glass, 1 1/2s. \$9.75; 2s. \$12.
Mincedmeat, Hermetically Sealed Tins, 1s. \$1.25; 2s. \$2.40; 3s. \$3.40; 4s. \$4.30; 5s. \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7 1/2c lb.
In Glass, 1s. \$2.25.
Plum Pudding, 1s. \$2.30; 2s. \$2.80.
Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals, 50c doz.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals, 50c doz.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
Individuals, 50c doz.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1. Assorted, 95c.
Spaghetti with Tomato and Cheese, 1s. \$1.30 doz.
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.
English Plum Puddings, 1s. \$2.30 doz.; 2s. \$2.80 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS

L'Admirable, 50 btles, litre, 5 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE

La Savoureuse, 50 btles., 8 00

NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. \$9 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6 doz., splits, doz. 0 95
Club Soda, Trayders, cs. 6 doz. pts., doz. 1 05
Club Soda, Trayders, cs. 6 doz., splits, doz. 0 95

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 38
Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT

Miller of Milwaukee, cs. 2 doz., cs. 4 25
Miller of Milwaukee, brl. 8 doz. brl. 16 20

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO. LTD.
Tiepieces 0 10 1/4
Tubs, 60 lbs. 0 10 1/4
Pails, 20 lbs. 0 10 1/4
Tins, 20 lbs. 0 10 1/4
Cases, 5 lbs., 12 to case .. 0 11 1/2
Cases, 3 lbs., 20 to case .. 0 11 1/2
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 60
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 70
F. D., 1/4-lb. 0 95
Per jar
Durham, 4-lb. jar 0 95
Durham, 1-lb. jar 0 31

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

Raspberry 0 14
Strawberry 0 14
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO.

Dredge
Canister 4 oz. Round Pkgs.
Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c
Cayenne 0.90 0.90
Celery Salt
Celery Pepper
Cinnamon 0.90 0.90
Cinnamon, 1 oz., Fagots, 45c
Cloves 0.90 0.90
Curry Powder
Ginger 0.90 0.90
Mace
Nutmegs 0.90 ..
" Whole, 5c. Pkgs., 45c
Paprika 0.90 ..
Pepper, Black 0.90 0.90
Pepper, White 1.10 1.10
Pastry Spice 0.90 0.90
Pickling Spice (Window front) 0.75 ..
Dozens to case 4 4
Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE

Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and

BRANTFORD BRANDS

Laundry Starches—
Boxes
40 lbs., Canada Laundry .. .06 1/4
40 lbs., boxes Canada white gloss, 1 lb. pkg.06 1/4
48 lbs. No. 1 white or blue, 4 lb. cartons07 1/4
48 lbs. No. 1 white or blue, 3 lb. cartons07 1/4
100 lbs., kegs, No. 1 white06 1/4
200 lbs., bbls., No. 1 white06 1/4
80 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07 1/4
48 lbs., silver gloss, in 6-lb. tin canisters08 1/4
36 lbs., silver gloss, 6-lb. draw lid boxes08 1/4
100 lbs., kegs, silver gloss, large crystals07 1/4
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07 1/4
40 lbs., Benson's Enamel (cold water), per case... 3 00
20 lbs., Benson's Enamel (cold water), per case .. 1 50
Celluloid—boxes containing 45 cartons, per case ... 3 60
Culinary Starch
40 lbs. W. T. Benson & Co.'s prepared corn07 1/4
40 lbs. Canada pure corn starch06 1/4
(120-lb. boxes 1/4c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

CONCORD NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling
CONCORD? Order
from your wholesaler
TO-DAY.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
H. C. Janion, Vancouver, B.C.

WETHEY'S CONDENSED MINCE MEAT

Quality—better than
ever, if such is pos-
sible.

Price unchanged.

Order from your jobber.



Don't
Guess

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin, Brereton Co., Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

XMAS ORANGES

On account of navels being later than usual in maturing, we have put off buying until the last minute, and will therefore be able to fill your orders with the finest quality fruit on the market. Our prices will also be quite in line and not any more than you are asked to pay for some inferior quality.

If we have not already received your *Xmas Order*, let us have it now. We will look after you properly. All goods loaded in heated cars right alongside our warehouse and loaded by our own men. This assures you against frost or any broken packages.

“THE HOUSE OF QUALITY”

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO



Here's a Suggestion—
MacLean's

As a Christmas gift to your friends, will be like a new gift every month of the year. Besides it will save you time, worry and expense.

What You Do

Send us a list of those to whom you have decided to send MacLean's, with their addresses, remitting for each at the regular subscription rate of \$2.00 per year. Write names and addresses clearly.

What We Will Do

We will mail a beautiful Christmas card to each of the friends you have selected, notifying them of the fact that MacLean's is to be their Christmas gift from you. This card, which will be printed in colors, will reach them on or before Christmas Day. The current number of MacLean's will follow.

*A best selling book free to YOU with every subscription.
See list in December issue.*

Enclosed please find the sum of \$.....
for which send MacLean's for one year to

(Sender's name and address)

MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

HONEY

Try our Airline Brand. Honey put up in all sizes of Packages, Glass or Tin. Write for prices.

THE ROOT CANADIAN HOUSE
185 Wright Avenue, TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

FOR SALE — WRAPPERS AND SEALING strips for cans, packages and the like, upon due notice and at reasonable prices and terms. Mfg. under patent number 152601, year 1913. D. H. Roden, Toronto, Ont., 325 Brock Ave.

FOR SALE—GENERAL STORE IN NEW town 20 miles from nearest opposition. Stock, fixtures and building \$5,000.00. Annual turnover \$40,000.00. A1 buy for a live wire. Closing out branch store, reason for selling. Apply Box 152, Castor, Alta.

WANTED

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 117, Canadian Grocer. (tf)

YOUNG MAN WITH NINE YEARS' EXPERIENCE as grocery salesman wishes to hear of opening for traveller for some grocery line. Apply to Box 120, Canadian Grocer, Toronto. (Dec. 3-10)

TRAVELING SALESMAN — WANTS SEVERAL good lines to carry on Prince Edward Island. Salary or commission. Reginald Dawson, Albany, P.E.I.

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES

by us are therefore certain.
THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"
Placido Costa & Co.
MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

AT HOLIDAY TIME

there's a greater demand than ever for

MAPLEINE

the "mapley" flavor for making syrup and flavoring desserts and dainties.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey

287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



ADVERTISING.

Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

OAKLEY'S KNIFE POLISH

WELL-ZOFOZ

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping,

THEREFORE
SAVE MONEY.

Write Your Jobber or

ALLISON COUPON COMPANY

532 East Market St.

Indianapolis, Indiana, U.S.A.

KINDLY MENTION
THIS PAPER WHEN
WRITING ADVER-
TISERS

Are You Interested?

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second - hand
Fixtures?

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among
the progressive Grocers of Canada
at least one individual who is on
the lookout for just such a pro-
position that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the
manufacturer, the clerk and
the traveller, just the men to
whom you wish to sell or from
whom you would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent inser-
tions.

5c extra per insertion when re-
plies are to be addressed c/o
Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

Want Ads.

If you want a buyer
for your business,
or have a situation
to fill or want a
situation, send us a
Condensed Adver-
tisement. There is
someone who is
looking for a pro-
position such as
yours. For two
cents a word you can
speak across the
continent with a
condensed adver-
tisement in this
paper.

Try it out.

Christmas Appeal

FOR

The Hospital for Sick Children

COLLEGE ST., TORONTO.

Dear Mr. Editor:—

Thanks for your kindness in allow-
ing me the privilege of appealing at
this Christmas time on behalf of the
Hospital for Sick Children, Toronto.

In the 40 years of the Hospital's ex-
istence there have been treated within
its walls 26,108 children as in-patients;
231,768 as out-patients; a grand total
of 257,876 in and out-patients.

The Hospital for Sick Children gives
a province-wide service, for little
patients from every section of On-
tario have sought its aid. Last
year 499 patients were admitted from
232 places outside the city of Toronto.
In 1914 there were 394 from 210 places.

Of the 2,838 in-patients last year
1,771 were medical cases and 1,067
surgical. In the orthopedic department
of the 2,838 in-patients, 264 were
treated for deformities, 21 Pott's dis-
ease of the spine, 10 lateral curvature
of the spine, 10 bow-legs, 57 club-feet,
17 dislocations of hip, 42 tubercular
disease of knee, hip, ankle, wrist and
elbow; 76 infantile paralysis, 8 wry
neck, and 21 miscellaneous.

Our battle is never-ending—is one
that will continue while the world lasts,
for it is the fight between the armies of
life and death, to save the child life,
the sick little ones, sons and daughters
not only of our soldier men, but of
the fathers and mothers still in this
home-land province.

The Hospital is beating back dis-
ease and death, the enemies that as-
sail the lives of little children as the
British Empire is beating back Ger-
many, Austria and Turkey, the en-
emies that assail the life of liberty.

So we appeal to the generous people
of Ontario not to forget those so near
and dear to us, who lie in the beds and
cots of this great charity.

Will the people at large, as of old,
respond to our call? Will they remem-
ber that every year is a war year for
the Hospital, every day a day of battle,
and that the Hospital needs money,
not for its own sake, but for the chil-
dren's sake?

The Hospital has waged its war for
forty years. The people of Toronto
and Ontario have been its friend, and
this year of all years it requires help.
Surely you will give to a charity that
cares for every sick child in Ontario,
for only as your money reaches the
Hospital can the Hospital's mercy
reach the children.

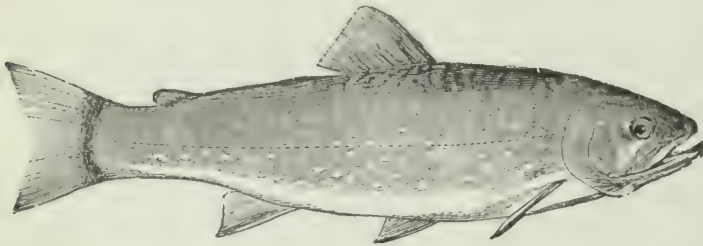
Every dollar is a link of kindness in
the chain of mercy that joins the
money in your pocket to the miseries
of some child's life, some mother's
heart.

Remember that Christmas calls you
to open the purse of your kindness to
the Hospital that the Hospital may
open the heart of its help to the
children.

Will you send a dollar, or more if
you can, to Douglas Davidson, Secre-
tary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees,
Toronto.

Deliciously Good!



That is the popular verdict regarding the various lines of **Brunswick Brand Sea Foods**. Containing nothing but the very best and most carefully selected fish, cleaned and sealed in air-tight tins by expert workmen in our own splendidly equipped plant, "Brunswick Brand" quality has made it a quick-selling satisfaction giver everywhere.

If in the past your fish sales have not been as profitable as you would wish, try what a display of these quality lines will do towards toning up business.

Brunswick Brand will create the repeat orders that spell big business. **Try the pulling power of a display now.**

Connors Bros., Limited
BLACK'S HARBOR, N.B.



BLACK JACK

QUICK
CLEAN
HANDY

$\frac{3}{4}$ -lb. tins—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBER

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in **CANADIAN GROCER** is the medium.

Rate Cards and full particulars on request.

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Prompt Delivery

LAST CALL

If you fear that your present supply of the following will run short, wire at our expense and we will fill your wants immediately at the best prices:

CURRANTS
CALIFORNIAS
SULTANAS
MALAGAS
EVAPORATED FRUITS
PRUNES
PEELS
SHELLED NUTS
WHOLE NUTS
PEANUTS

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul West,

MONTREAL

Tel. Main 3766



IT IS "GOOD" BUSINESS TO "SPEND"
YOUR MONEY where you "make" it.

Gold Standard

PURE FOOD
PRODUCTS



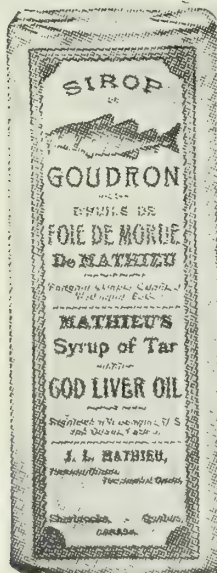
Are "Western-Made-for-Western-Trade"

The money you spend for them goes to WESTERN workmen, who, in turn, spend it with WESTERN merchants. By selling Western manufactured goods you add to the prosperity of your own community by increasing the number of your prospective customers.

The quality and purity of Gold Standard Pure Food Products is seldom equalled and never excelled by imported goods.

**THE CODVILLE COMPANY
LIMITED**

Winnipeg, Brandon, Moose Jaw
and Saskatoon



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., Proprietors
SHERBROOKE, QUEBEC



The Original Made-in-Canada Sales Producers

For quick selling, profit pulling and customer satisfaction, you cannot beat the Malcolm Condensing Co.'s five leaders here shown. Their proven goodness places them in the front rank of repeat business-getters.

Our process of manufacture, by bringing out all that is most palatable and nutritious in these goods, produces a quality not easily duplicated.

Stock these Made-in-Canada lines for bigger and better winter selling. Feature them strongly in your windows, showcases and shelves. Your cash drawer will be ample evidence of their popularity.

NOTE THESE PRICES:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

Order a 5-case lot to-day. We pay freight up to 50c per 100 lbs. in Ontario, Quebec and Maritime Provinces.

The Malcolm Condensing Co., Limited, St. George, Ont.

No. 26

Start with Old Ball

(Canada's 105-year-old Pioneer)

Revenue Increased \$1 a Head in a Month

"November, according to the latest report, shows a seven million dollar increase, the largest revenue for any month in the history of the Dominion. This looks good to me, lad, and shows that Canada's finances are in good shape. Tobacco has helped make this condition. Users of tobacco who, despite the extra tax, are using their regular allowance are helping Canada to weather the storm."

King George's Navy Chewing Tobacco

Has made record for itself in increased sales during the past month. Its popularity with the tobacco using public is assured. Are you, Mr. Grocer, getting your share of King George sales? Stock Up.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

A Christmas Suggestion



THE EVIDENCE OF QUALITY

YOUR CUSTOMERS are somewhat bothered as to a suitable Christmas present for many of their friends. We have solved the problem. We have put up in cases of one dozen tins each, an assortment of those **Extra Fancy Quality Niagara Fruits.**

The assortment of each case is as follows:

- 2 Tins Bartlett Pears
- 2 Tins Red Raspberries
- 2 Tins Red Cherries
- 2 Tins Sliced Pineapple
- 2 Tins Lombard Plums
- 2 Tins Yellow Peaches

Your wholesaler will give you full information as to price.

Order now before too late.



Dominion Canners, Limited

HAMILTON, CAN.

FEATURING ELEVENTH HOUR CHRISTMAS SUGGESTIONS.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE : TORONTO, DECEMBER 17, 1915

No. 51



Good Will, Prosperity to All



The manufacturers of St. Lawrence Diamond Sugars, upon the Eve of Christmas and the New Year, extend to the Grocery Trade of Canada the Season's best wishes.

May the New Year bring greater prosperity to you and yours.

We wish to thank you for your generous support during 1915.

St. Lawrence Sugar Refineries, Limited
MONTREAL

Makes More Customers

PURITY FLOUR brings more and better customers into your store. The housewife willing to pay MORE for a superior flour buys superior products in specialties and OTHER staples.

PURITY FLOUR

More Bread and Better Bread

WESTERN CANADA FLOUR MILLS CO., LIMITED
Millers to the People

30

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

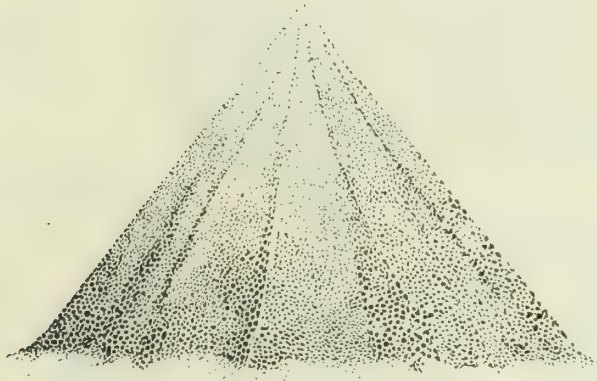
Send specification of your needs or samples of what you now use—stating QUANTITIES
We will give you BEST QUALITY—BEST DELIVERY—BEST PRICE

RETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

A Pyramid of Sugar



If you were to pile up the sugar that you lose in the course of a year as a result of

**Broken Bags, Down Weights
Improper Handling**

it would make quite a good-sized hill.

The way to turn this loss into a profit is to handle

LANTIC SUGAR

In Original Packages

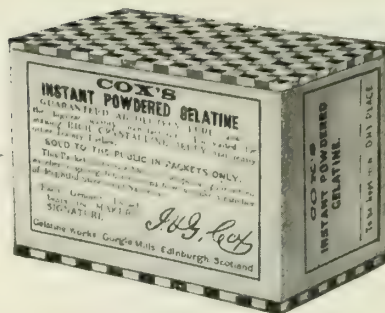
In addition to this you are certain to have a satisfied customer with the positive assurance of our guarantee of quality and weight in every package you sell.

Why let sugar be a burden to your business when you have the opportunity of selling the highest grade of Lantic Extra Quality Granulated in

Packages that sell,
Packages that are attractive,
Packages that are modern,
Packages that satisfy?

Order through your jobber a trial order of Lantic Original Packages. Put up in 2 and 5-lb. cartons and 10 and 20-lb. bags.

ATLANTIC SUGAR REFINERIES, LIMITED
MONTREAL



COX'S

Instant Powdered

GELATINE

*Strongest, Purest, Best
—there is no doubt*

Cooks everywhere, the best of them, are unanimous in their approval of Cox's Gelatine.

They judge only by actual results by years of severe tests and have proven that Cox's Gelatine is the best buy.

Cox's is the established standard of Gelatine value. It pays the retailer to sell it, as it pays the consumer to buy it. It's the maximum quality at the minimum price.

Stock up for winter's trade!

AGENTS

Tees & Persse	Arthur P. Tippet & Co.	Martin & Robinson
Winnipeg	Montreal	Vancouver

*Remember the Gelatine
in the Checkerboard Box*

Leacock & Co.

BARBADOS, B.W.I.

Exporters of Highest
Grades of

MOLASSES

Extra Fancy
Extra Choice

WHEN BUYING, INSIST ON
HAVING THE BEST—

LEACOCK'S

MENNEN'S TALCUMS

Mennen's
Borated
Talcum

Mennen's
Violet
Talcum

Mennen's
Sen Yang
Powder

Mennen's
Narangh
Talcum

Mennen's
Talcum for
Men

For a generation Mennen's Borated has been the standard of purity and safety in a Talcum Powder and has merited the endorsement of thousands of doctors, mothers and nurses. The demand for Mennen's is universal. It is extensively advertised, and you will find that the mere display of these Talcums in your store is sufficient to "make a sale."

Selling Agents:

Harold F. Ritchie & Co., Ltd.

12-14 McCaul St., TORONTO

Made in Canada by Gerhard Mennen Chemical Co.
MONTREAL



Borden's and Big Business

The one follows the other as a general rule. Dealers who feature Borden Products will tell you that they are a mighty good line to push, giving that absolute customer satisfaction which always spells bigger business and better profits.

Now is a particularly opportune time to start things going by featuring a representative display of Borden's in your windows, show case, shelves, etc.

The winter season is especially suitable to a big business in these appetizing, delicious and wholesome milk products.

Look over your stock to-day and see if it doesn't need replenishing.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest Christmas trade with their sun-cured wholesomeness, their fine quality—clean and dry (not processed).

These raisins are used in millions of homes and have given absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Kelly-Douglas Co., Vancouver, B.C.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.

YOUR CUSTOMERS KNOW



KNOX GELATINE AT A GLANCE



Our extensive advertising has not only taught them to look for the familiar package, but has proven to them the quality of the contents.

They want KNOX GELATINE because it is good; it is easy to prepare; a package will make two quarts of wholesome, delicious jelly, as well as desserts, puddings, salads, ices, candies, etc.

It requires little effort to sell it, and to display it prominently secures your customer's confidence and handsome profits.

When your customer uses KNOX GELATINE she will tell her friends—this means more sales for you.

"Make Knox Your Gelatine Leader."

CHARLES B. KNOX COMPANY, Inc.

Johnstown, New York

Branch Factory:—Montreal, Canada

A few selling points for you and the clerks

Cash Reasons—

Every new customer for “Canada First” means increased sales.

It means that you get money that would otherwise go to the Milkman.

“Canada First” is superior to fresh, perishable milk in many ways, as it remains sweet—and keeps longer.

For Coffee and Cocoa it is as good as rich cream, and costs less.

For cooking it is better, because it is always available and because it contains all the virtues of fresh milk in a condensed form.

In winter when fresh milk deliveries are uncertain and irregular, every family should have a few cans of “Canada First” available.

For Infants’ Food “Canada First” meets the requirements of the most exacting physicians for purity, safety and nourishment, and by Government Test, it is the best.

“Canada First” Condensed Milk (Sweetened), Best for Babies, and Cooking.

“Canada First” Evaporated Milk (Unsweetened) Best for Coffee, Icings, etc.



**Best for Coffee
Salads**



**Best for Baby
Cooking
Candies**

**AYLMER CONDENSED MILK CO., LIMITED
HAMILTON, CANADA**

Removal Notice

On and after January 1st, 1916, our new address will be Nos. 59-63 Front St. E. (S.W. Cor. Front and Church Streets).

The above premises are more commodious than those we now occupy and with such excellent shipping facilities that all orders can be given the quickest possible despatch.

Canada Brokerage Co., Limited

MELAGAMA

**Each sale means a
satisfied customer**

It's the same high-quality tea that it has always been, put up in the same attractively labelled package in our new factory and under new management, whose aim is better service to the trade.

Minto Bros.

New Address: 284 Church St.

TORONTO

CLARK'S



MADE
IN
CANADA



PORK AND BEANS

PLAIN

CHILI

TOMATO SAUCE

THE BEST IN QUALITY

THE HIGHEST IN REPUTATION

THE LEADERS IN SALES

STOCK CLARK'S and turn your money over
PROFITABLY AND QUICKLY.

W. CLARK, Limited, Montreal

Clark's

Make the most of the
holiday business
by selling

LYTLE'S XMAS WINES

Their pure, rich, palate-tickling flavor and wholesomeness is the big reason for their lasting popularity.

The Xmas Season, with its many festivities, creates a huge demand for unfermented wines, but to reap the full benefit of this demand you should feature the Lytle brand of non-alcoholic wines — the kind the public buy most of.

The list includes port, cherry, grape, etc., and every one is a sure profit-producer.

Get a good supply of Lytle Xmas Wines, make a representative display of them in your Xmas trim and observe the result. It will mean dollars to you.

T.A. Lytle & Co., Limited
Sterling Road -- TORONTO



When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto



Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

GIPSY

Stove Gloss

The sales of GIPSY continue to grow because the quality and utility are the best that science can formulate, or experience produce.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.

Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada



King Oscar Produces the "smile that won't come off"

Sell your "hard-to-please" customer a box of King Oscar Sardines and note the change when she comes into your store again for another supply of this popular, wholesome sea food. She'll smilingly say, "King Oscar Sardines, please." Initial sales invariably result in a continuous demand.



It's the quality that does it—the sterling, satisfying quality produced only by exercising the greatest care in selecting, boxing and sealing the finest Norwegian Sardines.

Have you tried their selling qualities yet?

King Oscar is making good with Grocers everywhere. Stock up now, and start things moving in your fish department.

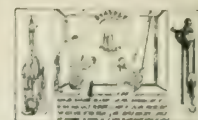
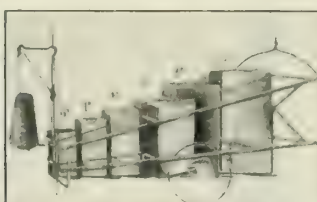
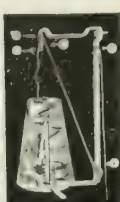
J. W. Bickle & Greening
J. A. HENDERSON
HAMILTON, ONTARIO

MONEY AND REPUTATION MAKERS FOR STORES

CRACKER RACK Sanitary Display Racks, Tops and Fixtures



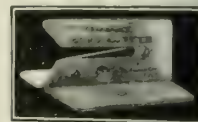
9-Jar Pickle Rack



Banana Pulleys



Dried Fruit Box Tops



Twine and Cord Cutters

Basket Tripods Top Twine Holder No. 150 Bag and Twine Holder

9-Pail Rack

Salt Fish Rack

Only a few of them shown here. If in need of up-to-date Fixtures of any kind send for catalogue and price lists of Racks, Display Tops, Fixtures, Show Cases, Advertising and Premium Specialties.

Evan L. Reed Mfg. Co.
604 A Street
STERLING - ILLINOIS
CANADIAN AGENTS WANTED

A condensed ad. in
this paper will bring
results from all parts
of Canada : : : :

MORE EFFICIENT WORK AT LESS EXPENSE

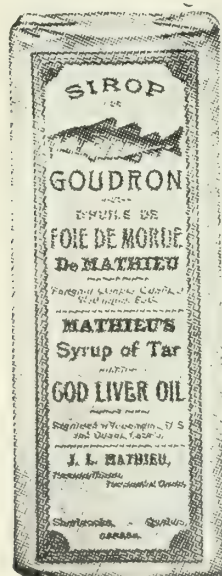
Why bother any longer with that slow grinding, unsatisfactory coffee mill, when the ELGIN NATIONAL will do the work faster and easier at no more expense? Thirty years' service to the Canadian people has made it the most popular mill in use to day.

It can be easily regulated while running, saving the usual waste of time through stopping, etc.

For a better customer service get full particulars of the Elgin—handled by the best Canadian jobbers.



WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., Proprietors
SHERBROOKE, QUEBEC

Banner Brand Jams, Jellies, and Marmalades



The delicious, appetizing wholesome-
ness of all Banner Brand Products mean
better customer satisfaction and more
sales for you.

Pure fruits and cane sugar only.

Order from your wholesaler to-day.

LINDNER'S LIMITED
BRAMPTON

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

FACTORIES:

MONTREAL HAMILTON

SALES OFFICES:

MONTREAL TORONTO HAMILTON WINNIPEG

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

 Phone Nos.
3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality

—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY

HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

GOLD DUST

Most every housewife
has the
GOLD DUST HOBBY



It will pay
you to
cater to it.

Women everywhere like GOLD DUST better than any other cleanser because it does more of their work and does it easier. Grocers everywhere like GOLD DUST better than any other cleanser because they sell more of it and sell it easier. Both advertising and merit are back of its great popularity and steady sale.

THE N.K. FAIRBANK COMPANY

LIMITED MONTREAL



JAPAN
TEA

What share are you
getting of the increas-
ing business being
done in

JAPAN TEA

delicious, wholesome, natural-green leaf
tea from Sunny Japan? ¶ New busi-
ness is being created by our con-
sumer publicity? ¶ New friends
being made, old friendships
being renewed.

Order from Wholesaler!

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

HEADQUARTERS FOR
White Beans
and
Evaporated Apples
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C., 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker

Flour, Feed, Grains, Potatoes.
We are open for a good agency in food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
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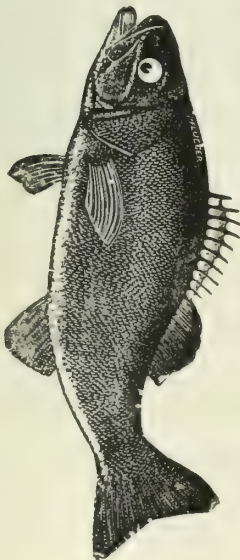
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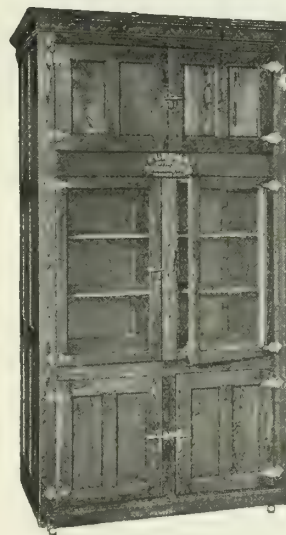
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AGENTS FOR THE DOMINION OF CANADA



To Our Friends In The Trade

*We extend our best wishes
for a most prosperous
Christmas business—and
renewed success during the
coming year.*

The Canada Starch Co.
Limited, Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, DECEMBER 17, 1915

No. 51

Last Minute Christmas Hints

Canned Fruits by the Case as Christmas Gifts— Baskets of Fruit and Provision Hampers
Other Good Lines to Feature—What a Confectionery Table and Small Box Cigar
Display Did for Two Dealers—Ready-Made Show Card Phrases.



An inviting Christmas trim that can be arranged in almost any window. Note the symmetrical arrangement—one side balances the other.

THE eleventh hour has arrived in so far as Christmas trade is concerned.

Every dealer realizes that there is always a certain amount of business will come to him anyway. His best endeavors, therefore, should be given over to selling goods above that actual demand.

What a number of retailers accomplished in this way a year ago, and in previous years should be of advantage to others at the present time.

Last year, a dealer in Montreal made good use of the Christmas season to sell considerable canned fruit. He made up a large number of cases of assorted fruit, including raspberries, strawberries, plums, peaches and pears, advertising them at a certain price, and displaying a few cases in the store. His idea was

that there would be many people who would want to give something useful to friends who could not afford it themselves, and that there should be considerable trade in this respect for canned fruits. On a card on the display in the store was a ticket reading as follows: "A Useful Gift for Someone in Need—Price Per case \$——." The result was that with very little bother he sold over 30 cases of assorted canned fruits during the Christmas season.

Hampers Make Splendid Gifts

An Eastern Ontario grocer got after business in a somewhat similar way by packing, and advertising strongly, Christmas hampers containing groceries and provisions. He headed his advertisement in the paper "A Christmas Gift."

and suggested four different baskets, priced at \$1, \$1.25, \$1.50 and \$1.75 respectively. The dollar basket for instance included a bag of flour, 25c; a pound of lard at 15c; a pound of mince-meat at 10c; a can of vegetable soup at 15c; oranges 10c; apples 10c; a pound of biscuits 10c; candy 10c; making a total of \$1.05, for which he received \$1. In the introduction to his ad. he pointed out that there was no present as acceptable and useful as a fancy basket of fruit and delicacies, or a hamper of provisions. The result was that many people during the last week of the Christmas trade ordered hampers to be sent to friends and acquaintances not in a position to purchase freely such goods themselves.

Handy Confectionery Table

A Hamilton merchant who does a fair-

ly good trade in box confectionery, goes after this trade strenuously every Christmas. His store floor space is quite large, and he always has an attractive table near the door daintily dressed with handsome boxes of candy of various sizes. Not only his regular candy customers, but others, purchase freely from this table every year, and the clerks are kept busy keeping the display in shape. He placed a card on the display last year, which read: "Always Acceptable." He believes in cards that do not always tell the whole story of the idea. "Always Acceptable" on a card at Christmas time makes one finish the rest of the statement himself. He maintains that as confectionery of a high-class character always carries with it a good big margin of profit this little display table is well worth while.

Cigars by the box is an old-fashioned Christmas gift that never seems to grow old. A grocer in Winnipeg plays up this fact strongly every year. Ten days or so before Christmas he turns over a corner of his window to a small display of boxes of cigars at different prices, and uses a show card such as "Gift Cigars" with the various prices per box. Then the last week he shows a small display of them on the counter so that the attention of every customer will be directed to them. In this way he invariably turns over quite a number of boxes of cigars as Christmas gifts. Wives of husbands who smoke, are among his best customers in this regard.

Grocers should make it a point to dispose of all the exclusive Christmas lines as early as possible. These include Christmas stockings, Christmas crackers, plum puddings, Christmas cakes, Christmas candles, fancy holiday confectionery, fancy biscuits in special Christmas boxes and all other fancy lines. As many of these will be practicably unsaleable after the holiday season, they demand the earnest attention of the dealer and his clerks from now on. One suggestion is that the dealer take a rapid inventory at the end of each day to determine just how much of these goods he has left. He is then in a position to make a bigger effort the succeeding day to move them out.

Referring to this matter a dealer told Canadian Grocer that he always made it a point to have nothing left after Christmas which would be out of season. "Those plum puddings," he said, "for instance must all be sold before the New Year. All those special boxes of confectionery, Christmas crackers and stockings, and other fancy holiday goods must also be moved out before January 1st. At the end of every second or third day I personally take an inventory of those goods, and if they are going slowly I suggest to the clerks to push them hard. It should be remembered that there is

little money in the exclusive Christmas lines if a third or a quarter of them are left on the shelves and counter when the holiday season is over."

The advertisement in the local paper should not be overlooked. In recent issues Canadian Grocer has shown a number of suggestions and from these it will be an easy matter for the dealer to construct a Christmas advertisement which should sell considerable goods for him.

There are, however, a few points in newspaper copy, which should be carefully considered. Among these are the following:—

(1) Select only appropriate cuts, if any cuts are used at all.

(2) Do not allow printers to use heavy extra fancy borders. They detract from the reading matter. A simple holly border is quite permissible, but it should not be wide.

(3) Make the heading brief but appealing, and follow up with special reasons why the public should deal at your store.

(4) Give brief crisp descriptions of each article named, so that a desire to purchase may be created on the part of the reader.

(5) Eliminate all rules possible inside the copy. Usually rules only serve to detract from the selling talks given.

(6) Don't let the copy in the newspaper get stale. It doesn't cost any more to have a change occasionally.

Ready-Made Card Phrases

Well-written and catchy show card phrases are a great help in catching the eye of the passerby, and also of the customer inside the store. These can be used effectively in getting customers to shop early so that they will receive a

better service, and when regular customers have purchased their goods in good time, this leaves more time for the staff to look after the transient last-minute trade on Christmas eve, and a day or two previous, which is always heavy. Have one of the clerks, or someone else get together a number of good show cards. They offer the customer a suggestion and are bound to make many think, and therefore will relieve to an appreciable extent the last few days and hours of Christmas shopping. The following are a number of show card phrases:

"Fine Assortment For the Early Shopper."

"Order the Christmas Turkey Now."

"Early Shoppers Have First Selection."

"The Store of Plenty—Shop Early."

"Don't Wait for the Christmas Rush. Order your dried fruits to-day."

"Delicious Plum Puddings From Finest Selected Flour, Fruit, Peels and Spices—Order Now."

"The Sooner You Come the Better the Service."

"If You Want Dried Fruit Selections Order at Once."

"Don't Take the Christmas Eve Chance—Delivery Is Surer To-day."

"Bake the Christmas Cake Early—the Earlier the Better."

Three or four of these cards about the store and in the window is a mighty good investment.



AGAINST TRADING STAMP ACT

The "popular voting" contest put on by Business Boosters, Limited, in West Toronto recently, has been judged illegal by Judge Winchester. After listening to the arguments pro and con, his Honor found the promoters guilty of doing business in contravention of the Trading Stamp Act of 1905.

Voting contests have been held in various places in Canada during recent years, and the Retail Merchants' Association were frequently asked to test their legality. On account of the cost that would have attended their efforts if they had fought the point away from home, the matter was deferred. However, when Business Boosters opened for business in Toronto, the home of the head office, the opportunity was seized. Secretary E. M. Trowern, of the R.M.A., states that had the case gone against them, the association would have gone to the Government for amendments covering the deficiencies of the Act.

While the promoter of the contest was found guilty, the judge on request granted right to appeal, and, after the matter has been dealt with by the Court of Appeal, sentence will be imposed if the judgment is upheld.

PHOTOGRAPH YOUR CHRISTMAS WINDOW

Attention of dealers and clerks is again called to CANADIAN GROCER'S 1915 Window Display Contest, particulars of which appear elsewhere in this issue. It is hoped that as many as possible will come in again this year. This contest is a regular feature of CANADIAN GROCER which has been conducted for a number of years past and it has developed greatly since it was first established. Readers tell us that it has done more to assist grocery window display than any other individual campaign ever put on. When you have your best display in get a good photograph of it, about 7 x 10 inches in dimensions and mail it to the Editor.

Grocers' Costs Average 16½%

So Find Bureau of Business Research of Harvard University — Average Net Profit is 4 Per Cent., But Some Do Not Make Any—Stocks Turnover About Seven Times a Year—Scientific Research to Be Continued

SOME months ago Canadian Grocer announced that the Bureau of Business Research of Harvard University, Cambridge, Mass., was making an investigation into the expenses of operating retail grocery businesses. This investigation has been completed and some very valuable figures and conclusions have been arrived at. The report summarizes studies on more than 500 grocery stores, the actual statistics coming from about 253.

So far as the cost of doing business is concerned it was found that this averaged about 16½ per cent., and that grocers were making net profits of from 2½ to 5½ per cent. Some were not making any net profit. It was also found that grocers turned their stocks over about seven times a year with the exception of those carrying meats in which cases the turnover averaged about nine times.

The following is the summary of the findings, each item being given with the lowest, highest and average data figures, together with some instances of practical attainments of extreme economy and efficiency by superior system and ability, toward which the computers suggest it may be practical for retailers to strive:

Item.—(For percentages Net Sales=100%.)	Standards attained by a group of more efficient stores			
	Low	High	Common	Average
Gross profit on merchandise.	14.6%	27.9%	21.0%	...
Salaries and wages of buying force.	0.1	2.4	0.5	...
Other buying expense	0.0	0.5	0.02	...
Total buying expense	0.1	2.4	0.5	...
Salaries and wages of salesforce ..	3.5	10.6	6.5	5.0%
Advertising ..	0.01	1.8	0.1	...
Wrappings and misc. selling expense	0.03	1.4	0.4	0.3
Total selling expense	4.5	10.8	7.0	5.5
Wages of delivery force..	0.6	3.5	1.5	1.0
Other delivery expense	0.3	3.4	1.5	1.0
Total delivery expenses	1.1	5.9	3.0	2.5
Management & office salaries	0.3	3.8	1.5	...
Office supplies and expense..	0.01	0.4	0.1	...
Total management expense	0.4	4.0	1.7	...
Rent	0.3	4.1	1.3	0.8
Heat, light and power...	0.1	0.8	0.2	0.15
Insurance on stock & store equipment ..	0.03	0.5	0.1	...
Taxes	0.01	0.5	0.1	...
Repairs and renewals of store equipment	0.01	1.4	0.1	...

Depreciation of store equipment	0.03	0.9	0.2	...
Total fixed charges and upkeep expense	0.8	5.6	2.0	1.5
Telephone	0.04	0.6	0.2	...
Ice and cold storage:				
Groceries only	0.01	0.6	0.1	0.1
Groceries & meats and provisions ..	0.03	0.7	0.3	0.2
Other miscell. expense	0.01	1.2	0.1	...
Total miscell. expense	0.1	1.4	0.5	0.3
Losses from bad debts ..	0.01	2.2	0.5	0.2
Total of expense statement ...	10.4	25.2	16.5	13.0
Net profit from merchandise operations...Loss	3.3	11.0	2.5-5.5	...
Interest	0.2	1.7	0.8	...

No. of stock-turns a year:				
Groceries only	3.5	23.8	7.0	12.0
Groceries and meats and provisions ..	7.0	26.4	9.0	14.0
Average ann'l sales per salesperson ..\$5,000	\$20,000	\$10,000	...	

In analyzing the various expenses, the report says:

"In the retail grocery trade there are several classes of stores. In each city there is usually at least one large store which sells fancy groceries and specialties. The margin of profit and the expenses of such stores are usually higher than in other grocery stores; the service requirements are greater. Chain stores, department stores and mail order houses are distinct classes, which must be considered separately. Other grocery stores, which constitute a large majority of the total number in the country, fall into two general groups—one selling groceries only, and the other selling groceries and meats and provisions. The summary published here is based on the figures secured from these ordinary, everyday grocery stores and grocery and provision stores. No figures for chain stores, department stores, mail order houses or fancy grocery stores are included in the tabulation.

"The figures for stores selling groceries and the figures for stores selling both groceries and provisions have been tabulated separately, and independent summaries prepared. On comparison it appears that for most of the items the significant figures are the same for the two groups. Consequently the results have been combined.

Gross Profits 21 Per Cent.

"Gross Profits.—In the grocery stores from which the Bureau has received

strictly accurate figures, gross profit ranges from 14.6 per cent. to 27.9 per cent. of the net sales. Within this range the bulk of the figures are between 18 per cent. and 23 per cent. The most common, or typical, figure is 21 per cent. The percentage of gross profit does not vary regularly with the volume of sales. In stores with large sales the percentage of gross profit is frequently higher than in small and medium sized stores.

"Salaries and Wages of Buying Force.—In the average grocery store the buying is done by the proprietor. Consequently this account represents chiefly a prorated share of the proprietor's salary, depending upon the proportion of his time which is spent in buying.

"Apparently the differences in the relative proportions of the orders received by telephone or by solicitation at residences of customers do not greatly affect this percentage. This conclusion is based on a comparison of sales force expense in stores in which (1) the telephone orders predominate, (2) the orders solicited at residences predominate and (3) counter trade predominates. The common figures for sales force expense is practically the same for each of these groups. The predominance of telephone orders does not necessarily bring a large reduction in this expense; the time spent in taking an order is small as compared with the time used in filling it, and individual telephone orders tend to be smaller in amount and more frequent in number. There appears to be a definite tendency for grocers to collect a smaller proportion of their orders at the residences of their customers; many have ceased to send out any order solicitors.

"Management and office salaries are ordinarily about 1.5 per cent., varying from 0.3 to 3.8 per cent. Several retail grocers have reported that they do not spend any time in managing their businesses, and it is not beyond doubt that this is only too frequently the case in the retail grocery trade.

Average Rent Expense is 1.3 Per Cent.

"Rent.—Owing to the possibility of utilizing less expensive sites, rent is a smaller expense in the retail grocery business than in the retail shoe trade. Groceries are convenience goods in which there is no style element and which are bought daily in relatively small quantities by almost every family. Consequently the grocery stores, unless they are dealing in fancy groceries, are located near residential districts in close prox-

imity to their customers and generally occupy comparatively inexpensive sites. Inasmuch as service to counter customers is rapid, or should be rapid, and since many of the customers give their orders by telephone or to order solicitors the floor area of a grocery store is not relatively large. Shoes, on the other hand, are more in the nature of a shopping line. Each customer purchases at rather infrequent intervals, and wishes to make a selection from a varied stock. Many purchasers of shoes also desire to compare styles and prices at different stores. In order to attract a sufficient volume of trade the shoe store must ordinarily have a prominent location in a shopping district where rents are higher than in residential districts. Moreover, although the average individual sale is larger, the time required for making a sale is greater than in a grocery store, and relatively more stock must be carried. This requires more floor space for a shoe store.

"The common figure for rent expense in retail shoe stores is 5 per cent.; in retail grocery stores it is 1.3 per cent., varying from 0.3 to 4.1 per cent. In grocery stores the tendency is for rent to be less than 1.3 per cent. rather than more, and a significant number of stores have a rent percentage of less than 1 per cent.

"The classification of expense in the Harvard system of accounts for retail grocers according to function—that is, according to whether an expenditure is for buying, selling, delivering or management or a fixed charge of upkeep expense—is fully justified by the results. From figures classified on this plan it is possible to determine the expense for each service and how much could ordinarily be saved by the elimination of any particular service. As soon as the bureau has secured figures from enough cash stores, a comparative study will be made of operating expenses in cash and charge stores and the results will be published.

Operating at a Loss

"Net profit figures vary widely. In fact, several stores have proved to be operating at a net loss when the proprietor's salary and other items were properly charged as expense.

"Stock-turn, one of the most vital points in retailing, is measured by dividing the cost of merchandise sold during the year by the average inventory of merchandise on hand. Since inventory, which is the divisor, is taken at cost, the cost of merchandise sold, and not the net sales, must be used as the dividend. In the retail grocery trade, as in other retail businesses, retailers tend to carry more stock than is necessary: their stock-turn is relatively low. Enough

stores are turning their stock once a month to warrant stating twelve turns per year as a standard to be aimed at. Grocery stores which sell meats and provisions have a higher average stock-turn than stores which sell groceries only. This is to be expected, since the former have a larger proportion of perishable goods which cannot be carried for so long a time.

"Average annual sales per salesperson is another particularly significant figure. It has a direct relation to sales-force expense. Although some figures indicate an even wider variation, it can be stated conservatively that in retail grocery stores the average sales per salesperson range from \$5,000 to \$20,000 per year. In the average grocery store it is about \$10,000. Although the average unit of sale is smaller in a retail grocery store than in a retail shoe store, the bureau has found that the average annual sales per salesperson are commonly about \$10,000 in each. The greater frequency in the sales of staples and standardized goods in retail grocery stores offsets the higher average unit of sale in shoe stores.

"The figures from which this summary of expenses and other items was prepared were obtained from 253 stores in both large and small cities, mainly in the East and in the Middle West. In addition to these 253 stores the bureau has obtained schedule and incomplete figures from over 250 retail grocers who could not furnish reliable profit and loss statements. The annual sales in the smallest of these stores were \$4,000 and in the largest \$311,000. A majority of the stores, however, were of medium size, with annual sales varying from \$20,000 to \$65,000. Despite the wide geographical area represented and despite the wide range in size, the experience of the bureau indicates that the proprietor of any ordinary grocery store will be warranted in accepting the figures as a reliable guide; he cannot advantageously compare his own results with them. The lowest expense ratios were not found in the largest stores, nor the highest in the smallest stores. The greatest variations were commonly between stores of approximately the same size operating under similar conditions in a single locality. As a general rule the common figures for the stores in one city correspond closely to the common figures for similar stores in other cities.

Number of Brands Carried

"The number of brands of merchandise carried in the average grocery store is from 750 to 1,000. In a large fancy grocery it may rise to 5,000. The individual sales of each brand are small in amount but frequent. Under these con-

ditions it appears that it is seldom economically possible for a grocer to use a stock-keeping system which requires entries of items from the sales slips which are kept for other purposes. The bureau is studying this problem with a view to recommending some alternative method of recording the movement of stock. Other problems of store management are being carefully studied.

"The bureau is continuing this research in order to obtain figures for a larger number of stores of the class covered in this bulletin and for the other classes of grocery stores. That will make possible a grouping by geographical districts, by size of cities, by classes of stores, and by size of stores.

"The grocery research is being actively assisted by individual representatives of these various interests and by special committees of the Chicago Association of Credit Men and of the National Wholesale Grocers' Association. Over 3,500 copies of the Harvard system of accounting for retail grocers have been distributed on request to retail grocers since August 1, 1914. The bureau is unable to state definitely how many of those who have received the system have already put it into use."



CANADIAN PRODUCE CONVENTION

The executive of the Canadian Produce Association has arranged to hold the annual convention of this organization in Belleville, Ont., on February 8 and 9. Questions pertaining to the shipping of produce, the raising of poultry and the care and marketing of these lines will be discussed by prominent speakers with experience. It is expected, too, that some representative produce men from the United States will be in attendance and a call is being sent out to all produce men to be present. On the slate is to be found the following: Discussion of the Adoption of Free Cases; the Standardization of Poultry; the Feeding of Poultry and the Transportation of Eggs and other products; National Standards for Butter as well as the old question of making more sure and stronger the policy of buying eggs on the loss-off basis. A banquet is being arranged in the Hotel Quinte and the transportation committee is endeavoring to arrange for special rates, which will be announced later. The programme is now being arranged.



"We advertise what we sell and we sell what we advertise," is the slogan of a newspaper advertisement recently used by the Summerland Supply Co., Summerland, B.C.

Accuracy in Stock Taking

A Form Suggested by an Accountant for This Purpose—A Wrong Account is Worse Than None
—How to Draw Up Inventory Statement of Assets and Liabilities.

STOCKTAKING and inventory time is almost here once again. How do you go about this work? What forms do you use?

Herewith is reproduced a sample page from a stocktaking book that has been suggested by an accountant. He advises that a duplicate be made of all stock records so that it can be placed away in the safe and always be available. The blanks "entered by," "extended by,"

another for those beginning with "B," one for the "C's," etc. At the same time the stocks of each line are kept separate under its own head on the page so that the dealer can tell at a glance just how much canned goods, cocoa or coffee he has on hand and cost. If a page is not large enough for all the goods beginning with a certain letter, the book being loose-leafed, any number can be added.

Liabilities include bills payable, money borrowed for use in the business, and bad debts.

A separate list of real estate assets can easily be prepared and the surplus in business and in real estate totalled.

A word of warning might not be amiss here. In order that the inventory will present a true account of the standing of the business at the end of the year, the stocktaking must be accurately done.

Inventory of Stock taken in duplicate under date

Duplicate sheets left at Sheet No.....

Entered by Extended by Examined by.....

Check	Quantity	Description	Price	Extension
3	doz.	tins Sockeye Salmon talls.....	\$2.40	\$7.20
2	doz.	tins Corn90	1.80
1 1/2	doz.	tins Peas, Standards.....	.90	1.35
				\$10.35

This illustration indicates how the stock-taking sheet is made up. The original sheet is about 14 inches long and 8 inches wide.

and "examined by" are for the initials of the clerk who begins to fill out the sheet, the clerk who extends or finishes it, and the proprietor who examines it before the total is added in with the other totals. The reason for having this information is obvious. A check mark is placed in the left hand column by the proprietor as he examines each of the items recorded.

Some merchants employ a loose leaf book indexed alphabetically. A page (or more if necessary) is devoted to the lines beginning with the letter "A," there is

The chief reason for stocktaking is that an inventory may be made of the assets and liabilities and the surplus or otherwise in the business determined. The table suggested at the bottom is submitted to assist the merchant in getting at that surplus. The assets include cash value of the merchandise on hand; cash value of the fixtures; the cash on hand and in the bank; accounts that can be collected for sure; notes that are good, and cash value of other assets such as horses, etc. It will be noted that real estate is not included in the list.

Slipshod methods must not be tolerated by the proprietor. A wrong account of the surplus in the business is worse than no account at all, because it forms a false basis for the work of the coming year.



When it seems to use up all the receipts to pay for goods bought, take a good, close look over the stock and see if it is not accumulating too fast in the slow moving lines. It's always easier to keep the stock up than it is to keep it down.

Business Assets.		\$	c	Business Liabilities.		\$	c
Cash value of merchandise on hand on —, 1916, at actual cost price:				For merchandise, not due		610	40
Store stock	\$987.50			For merchandise, due or overdue		206	60
Back warehouse stock	852.95			Borrowed money for use in business		0	00
Cellar stock	416.25			Bad debts		140	00
Total		2,256	90	Total business liabilities		957	00
Cash value of store fixtures		650	00	Surplus in business		3,499	65
Cash on hand		267	50				
Cash in bank		540	00				
Open accounts good		319	85				
Notes good		172	40				
Cash value of other assets:							
Horses, waggons, autos, etc., used in the business		250	00				
Total business assets		\$4,456	65			\$ 4,456	65

An inventory form for presenting the assets and liabilities. The suggestion has been made that a copy of the inventory be sent to every creditor so as to strengthen the standing of the merchant.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

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GREAT BRITAIN—

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No. 51

STOPPING THE PEDDLER

IT will be interesting to the trade to know that the county of York, Ontario, is putting through legislation to compel peddlers of coal oil, etc., to pay a \$300 annual license. Already the second reading of the by-law has been passed and it is only a matter of time until every peddler in York County will have to pay \$300 a year to peddle his wares in competition with local trade.

It is believed this will put an end to the small army of peddlers who frequent the roads of York. Naturally peddlers coming into a county can sell goods cheaper than the retail trade because they have little or no taxes to pay and very few of the overhead operating expenses which are included in the list of every retailer. Such expenses too, go to the maintenance of the community in which the retailer is located. At the same time the peddler does not give the service of the merchant who is ready and willing at all times to supply his customers with all their requirements.

It is to be hoped that the various counties of the country who have not already done so, will follow along similar lines to that of York.

SCARCITY OF TUNA FISH

A GOOD selling article that has lately come into favor among Canadian grocers is canned tuna fish. A year or two ago one seldom met with this line in many retail stores. To-day, it can be found in hundreds throughout the country. Tuna fish is relished by the consumer because of its chicken-like taste. It has proven a splendid seller and one that the public has taken hold of readily because retailers have got behind it.

The tuna is caught chiefly in Pacific Ocean waters

off the coast of California. The industry is yet practically in its infancy, but it is expected there will be great developments in the future. One large canning concern in Los Angeles has sent out a boat, for instance, for the purpose of making observations as to the habitat of the tuna and it is anticipated some valuable data will be obtained. The canners are somewhat dissatisfied with the United States Bureau of Fisheries for not making more extended efforts to assist the industry in that direction. The tuna canning season is practically at an end, the work being done chiefly in September, October and November. It is reported that this year the catch has been small and that market prices have advanced greatly during the past six weeks.

There appears to be considerable difficulty in catching the tuna. The Japanese probably lead in this as they have been catching this fish for years, but even yet there is great difficulty in landing good catches. For instance one boat this season in the waters adjacent to San Pedro made a haul in which it was said there was not less than 50 tons. The men were slow in pursing up the seines and the final result was 3 tons. When the net was overhauled it was found to have a hole in the bottom through which it would have been possible to have driven a four horse team. It seems that when the fish get in the seine it is necessary to get them out as quickly as possible as they die rapidly, and, sinking to the bottom, break the seine. The canners say the great problem now is how to get more fish.

SHOUTING WARES ON THE STREET

IN the Ontario statutes is to be found a clause under section 398 to the effect that by-laws may be passed by councils of all municipalities for the prohibition, or the regulation of ringing of bells, blow-

ing of horns, shouting and unusual noise or noises calculated to disturb the inhabitants.

This may be of value to retailers to know. If retailers of any municipality desire to suppress shouting on the streets and other noises it is up to them to go to the council for a by-law for the purpose. They have this privilege under the section in the Ontario statutes above referred to.

WATCHING CHRISTMAS ADS.

NEWSPAPER advertisements are probably watched more closely by the general public during the Christmas shopping season than at any other time of the year.

People have a direct interest in the advertisements; a certain number of gifts must be bought within a specified time and the selection of Christmas gifts is not the easiest thing in the world. The task of the recipient and the funds at the disposal of the donor must be taken into consideration.

People turn therefore to the newspapers for suggestions. They also watch the show windows in the various stores.

The newspaper advertisement, or window display, which is the most suggestive and practical, is the one which will draw business at this time of the year.

The paramount consideration with the ad. writer during the Christmas season, therefore, is to make his ads. full of suggestive and practical matter for the reader. The main consideration is to quote a wide variety of lines and to give some interesting information about each one. Lengthy introductions and expressions of good-will are, in a sense, so much waste of space. The space thus taken up could be better used by quoting prices and giving descriptions of lines which would be of practical assistance to readers.

Of course, it should be remembered that expressions of goodwill appear in the newspaper advertisements of nearly all successful retail firms on the day preceding Christmas or on the latter if the paper is published on the festive day.

APPRECIABLE WAR ORDERS

THE volume of war supplies for the British forces in the field being secured through the Canadian purchasing agent of the War Office, E. Fitzgerald—working with the aid of the supply system of the Canadian Pacific Railway—has recently continued on a satisfactory basis, although the scope of the business has not included many new lines. The amount involved to date is, in round figures, \$7,000,000; six or eight weeks ago it was \$5,000,000. The fact that \$2,000,000 has been spent on general merchandise in the past seven or eight weeks through this purchasing office, means considerable to Canadian industry, especially when it is taken into consideration that a comparatively wide field is being covered and that many of the industries benefited have been finding condi-

tions comparatively quiet in normal domestic trade.

The figures given indicate that there has recently been an increase in the volume of orders, but there have been no very important developments as to new lines. This is a matter for regret, but the explanation would appear a comparatively simple one. For a time after the War Office undertook its new and important duties of provisioning a big army in the field there was undoubtedly considerable uncertainty as to the best sources of supply, and much experimenting to be done. The system developed was to send samples into the various markets and ask for propositions on the basis of these samples, or something sufficiently near to the standard to pass for most intents and purposes. Then quality and price were considered and the business placed accordingly. The conflict is now well on in its second year and the purchasing officials have by this time secured a fair knowledge of where they can get the best service as to quality, style, price and delivery. Also it must be expected that British manufacturers have organized to meet the requirements and that when they can take care of the workers they are not likely to go out of the United Kingdom. The result appears to be that the business coming to Canada is now in more set channels and that in the lines which can be successfully supplied the orders are in good volume.

In food supplies cheese appears to be about the only commodity that has recently received much attention. Canada is a large producer of cheese and if prices are satisfactory orders in fair volume may be expected in season.

Efforts are being made to make satisfactory arrangements regarding canned meats and other Canadian canned products, but so far nothing definite has been done and the negotiations are being continued.

WATCH CREDITS CLOSELY

SEVERAL complaints are coming in to the effect that because certain families are differently situated than formerly, they are neglecting to pay their accounts. If a man contracts a debt and has the money to pay for it, it is his duty as an honest citizen to settle it promptly.

The only remedy apparent at the present time is for the retailer to keep close tab on his customers and deal firmly with any who are inclined to neglect their obligations. It will be found necessary in some cases to place a time or money limit on certain parties.

IT'S ABOUT time someone trotted out the old perennial that turkeys are going to be scarce this Christmas.

* * *

DEALERS SHOULD remember that a window covered with frost is just as valuable as no window at all.

Overcoming the Frosted Window

If Window is Enclosed at Rear This Can Be Accomplished by Vent Holes—The Electric Fan and Gas Flame Are Common Methods—Some Chemical Remedies — Importance From Selling Standpoint Keeping the Glass Clear.

A FROST-BOUND window is worthless. The front of the store might just as well be boarded up so far as the selling properties of the window are concerned.

Frost can be prevented from forming on windows in many ways. But probably the only permanent method is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air from the bottom to the top. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

When a doctor has a patient ill with some chronic trouble he aims to determine the cause and then to remove it. The same should apply to the frosted window trouble. First determine the cause (and this is given above) and then find a suitable method for removing it.

Window Should Be Enclosed

To bring about this it is essential that the background be built clear up to the top of the ceiling and be as nearly airtight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them or a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

A white enameled background is preferred by some, especially if the store itself is finished in white.

The proper ventilation of the window is of the highest importance and the window should be so made that holes can be bored along the frame at the bottom, also at the top. The cold air will go in at the bottom and warm air go out at the top, thus keeping the temperature practically the same as that outdoors. If there is sufficient ventilation frost will not form on the glass. The holes should be covered with a screen to keep dust out. In the hot months the holes can be covered with strips of wood nailed on the back.

Where the windows are not modern ones, or if the floor is even with the lower

part of the glass, another plan will have to be used. This consists of boring a hole in the wall under the glass and placing in it a tin tube, or piece of elbow stove pipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air.

Paper or cloth must not be placed over the openings because that would prevent the circulation of air.

Opening In the Side

In the store of Stanley Mills & Co., Hamilton, Ont., an original idea has been used. Small openings have been provided above the plate glass in the sides of the window. The openings are about 6 x 16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficiently long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

Gas Flame at Window Base

There are many other methods in use. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

The Electric Fan

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Chemical Remedies

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Still another method is found in the use of double windows. The placing of a second plate glass outside the permanent one making an airtight compartment is effective in preventing frost, because it keeps the air between the win-

dows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

On account of the loss entailed by the frosting of windows, the question of proper construction of the store front becomes an important consideration. Theoretically what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool dry air. In a general sense this sums up the situation, but several conditions must be taken account of. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically airtight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

These conditions are being borne in mind in the construction of modern store fronts when vent holes are provided in the metal sash.



Just as you get the idea that you have about all the trade in your line landed, your competitor will come out with a big scoop and you will see a lot of your regular customers going into the other store. Better not get self-satisfied as long as there is anyone else in the business.



RECOMMEND IT TO ALL GROCERS

MacLean Publishing Co.

Dear Sirs:—Kindly please find enclosed the amount of \$2, in full payment of a year's subscription to CANADIAN GROCER.

I am very satisfied with this paper and wish that every business man all over Canada became a regular subscriber for this interesting and necessary commercial review which is the CANADIAN GROCER journal.

Wishing the very best compliments of the season,

C. A. PARADIS,

83 Rue Dalhousie,
Quebec, Dec. 2, 1915.

Deplore Municipal Situation

Toronto Grocers Have Little Faith in Present Civic Government—Going After Reforms—Don't Like the Business Tax—New Officers Elected.

TORONTO, Dec. 16.—(Special).—Officers for the coming year were elected by the Grocers' Section of the Retail Merchants' Association on Monday evening last. They are as follows:—

Chairman.—F. C. Higgins.

1st Vice-Chairman—W. J. Parks.

2nd Vice-Chairman—W. J. Nichol.

Treasurer—Donald McLean.

Secretary—F. P. Bentley.

Executive Committee—Above officers and past chairman, Neil Carmichael.

A vote of thanks was tendered the retiring chairman, Mr. Carmichael, the members referring to his leadership during the year in terms of high praise. F. C. Higgins in accepting the chairmanship referred strongly to what he termed the intolerable tax conditions existing in the city, maintaining that the business tax, added on to the other burdens of the merchant, was an injustice.

The other newly-elected officers present including W. J. Nichol, Donald McLean and F. P. Bentley forecast a fruitful year for the association, and its work.

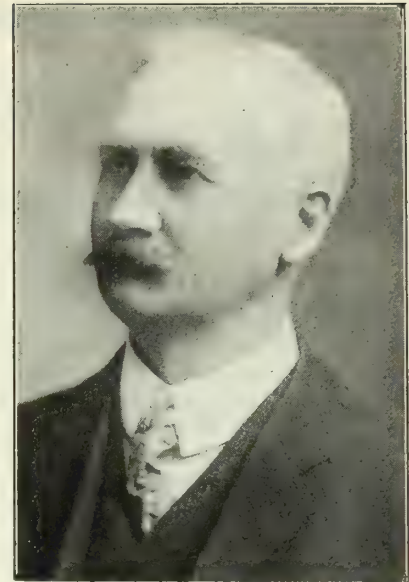
It is apparent that during the coming year more attention will be paid by the grocers to municipal affairs than in the past. Robt. Dowson introduced the subject, declaring that the retailers should unite more strongly to put an end to the "Rip Van Winkle" concern running affairs at the city hall. D. W. Clark maintained that the way certain of the daily papers hounded men whom they opposed was responsible for the fact that few

good men—men who would be a credit to the city—cared to become candidates for civic honors.

Right after the New Year the grocers will get busy formulating a municipal policy, one plank of which will surely deal with the business tax system.

The fact that different grocers throughout the city are selling standard goods, such as sockeye salmon, at different prices was deplored. It was contended that if retailers knew more about their costs there would be more uniformity, and something will be done to bring about the desired result among the members. While for instance many grocers are getting 20 cents per pound for the biscuits of a certain manufacturer—and some of these cost in the neighborhood of 17 and 18 cents—others were selling at 16, 17 and 18 cents. Undoubtedly more should be known about costs.

Discussion on the R.M.A. goods again occupied considerable time. The new five cent cleanser was exhibited, and the getting out of the package rolled oats under the R.M.A. label was advanced another stage. W. J. Nichol reported that all that was necessary now was to guarantee



NEIL CARMICHAEL.
Retiring chairman, who relinquishes command of the Grocers' Section after a year of faithful work.

the cost of the labels, and the package would be issued at once. Some of the members still oppose the principle of R.M.A. branded goods, and some did not care to go into cereals, but finally the majority favored Mr. Nichol and the rolled oats package will be gone ahead with. The Chisholm Milling Co., Toronto, are the manufacturers. The matter of arranging details was left with Mr. Nichols, F. C. Higgins and W. J. Parks, the committee in charge.

More Favor 15 Cent Line

The Dollar Dozen 10 Cent Article Has Few Advocates Among Retailers—An Interesting Reason From British Columbia Dealer

SINCE the article in last week's Canadian Grocer on the selling of 12 ten-cent articles costing \$1 or 15-cent articles costing \$1.35 went to press, further replies have come in.

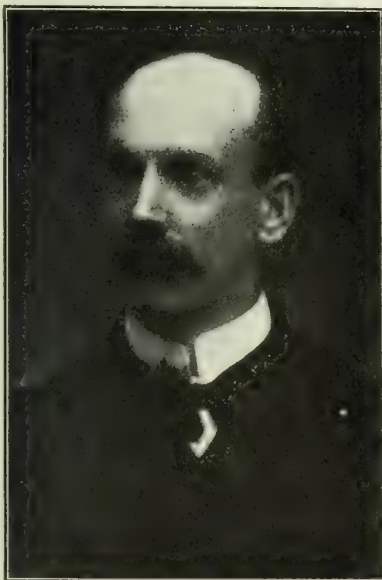
Shields & Co., Lumley, B.C., favor the article costing \$1.35 per dozen and retailing at 15c because the gross profits are more and the handling charges less on the same turnover. "On a turnover of \$1,500," they say, "we would make 10,000 fifteen-cent sales at a gross profit of 2¾c per sale, or a total of \$375. On the other hand, on a turnover of \$1,500 of the ten-cent article we would make 15,000 sales at a gross profit of 12-3 cent per sale, or \$250. The extra 5,000 ten-cent sales would necessitate extra expense and therefore would reduce the gross profit on turnover. On the other hand, figuring dozen by dozen, our profit on the 15c article would be greater by 62-3 per cent. after allowing 5 per cent. on sales for extra handling charges on the 10c article."

This is a new and interesting way of dealing with the subject and will be found a valuable one by readers.

L. Effrick, Niagara Falls, Ont., declares that all grocers should refuse to sell an article for 10c that costs them \$1 per dozen. If a grocer handles such a line he has nothing for himself after the expenses are paid.

Edmund McDonald, Sydney Mines, N.S., also prefers to sell the 15c article, because he figures the margin of profit to be 33 1-3 per cent., while the other is only 20 per cent., and it is equally easy for him to make the sale of the larger-sized article. "In the majority of cases," he says, "a package or container costs about as much for one class as the other, so that there is usually a manifest difference in the value of the larger article and for that reason it ought to be more satisfactory to the buyer as well as to the seller."

(Continued on page 36.)



F. C. HIGGINS,

A Yonge St., Toronto, grocer, who is chairman of Grocers' Section, R.M.A., for year 1916.



THRO' OTHER SPECTACLES



Germany's Plight

Providence (R.I.) Journal.

It is impossible to explain away the increasing evidences of Germany's food shortage. Teutonic optimists have tried hard to argue to themselves and the world that the Government measures for the regulation of the supply of edibles were merely another illustration of the nation's marvellous capacity for looking ahead and guarding against contingencies. But they can do so no longer. The facts to the contrary are rapidly accumulating. The Empire faces the hardest winter in its history.

A dozen German newspapers are said to have been suspended for discussing the food question. Maximilian Harden, in his journal, "Die Zukunft," says: "We must confess that the German people for the moment are suffering great want." A riot at Berlin on Saturday is reported; several thousand women gathered at a conspicuous place and demanded the return of their husbands from the war and an improvement in food conditions. Amsterdam says that "all the travelers returning from Germany speak of the extreme food shortages in most of the smaller towns and villages." For four days several newspapers have not been allowed to circulate their editions outside of Germany.

It would be folly to miss the significance of these reports. They cannot all have been manufactured. Where there is so much smoke there must be some fire. Moreover, they are merely the latest instances of consistent news that has long been filtering through from Germany. For weeks and months the situation there has been serious. The most ingenious methods have been adopted to lessen the rigors, present and expected, of the shortage in foods. Substitutes have been invented, put on the market and advertised in the press. The sale of meats, fats and various other food staples has been restricted on certain days of the week, and on some days has been forbidden altogether.

* * *

May Sell to Whom They Choose

New England Grocer and Tradesman.

The Circuit Court of Appeals has upheld the decision of the Lower Court in a suit brought last July by a tea company against a cereal company, the tea concern suing the cereal company under

the Clayton Act to compel it to supply it with its goods after it had refused to do so, on the ground that the tea company had cut the price to the retailer.

In writing the opinion of the Circuit Court of Appeals, Judge Lacombe held that the cereal company was not a monopoly, as the commodity it sold amounted to less than one per cent. of the total production of the country and that when it decided to cease to deal with the tea company it had a perfect right to do so.

Judge Lacombe said it was elementary law that the trader should buy and sell with whom he pleased and neither the Sherman Act nor the Supreme Court, nor the Clayton Act had altered it.

"We have not yet," said the judge, "reached the stage where the selection of a trader's customers is made for him by the government."

We are very much impressed by the last two paragraphs and we consider that the country is very fortunate that the Government has not even gone so far as to dictate to a trader who his customers shall be. We hope it never will do so, but with paternalism apparently running rampant there is no knowing what may happen. We receive the decision of the Appellate Court with great satisfaction, and besides the right of a trader to select his own customers we believe he has a right to sell his own property for whatever price it suits him to make.

* * *

The Mighty St. Lawrence

Youth's Companion.

What is the oldest river in the world? The St. Lawrence. It is also one of the few rivers that did not have to make its own bed, and has remained unchanged since the very beginning of the American continent.

Try to think of a time when the earth was covered by a mass of water, hot, steaming, and often tremendously disturbed by the throes of a globe beneath it that was shrinking because it was becoming cooler. As the globe shrunk, every particle of the outside was naturally pulled in toward the centre, and the hardening crust, which could not be packed any more solidly than it was, had to wrinkle, sinking down here, and bulging up somewhere else. After a time, certain of these rising wrinkles, or folds, the thicker, or firmer, parts of the

earth's crust, stood the strain, and became permanent ridges. The oldest of them that geologists know, and apparently the first that bulged up above the universal ocean and remained high and dry, was the broad mass on which Canada now rests. It is a part of the original crust of the earth, and we can see it to-day, wherever it is not covered by newer rocks or soil, just as it crystallized and cooled out of the primeval molten material.

This mass formed a broad V from Labrador down to Lake Huron, and thence northward to Alaska; on account of its shape, geologists call it the Canadian shield. It is the oldest land known, and apparently the strongest, for there are no signs of any extensive changes in it (except the wearing away of the surface) since it first rolled the ocean off its shoulders.

Off the eastern coast of this primitive continent lay a chain of lofty islands, about on the line of the Blue Ridge, the White mountains, the Maine coast and Nova Scotia. Between these islands and the mainland was a trough-like space that ran from eastern Quebec southward to Ohio. It was two hundred or three hundred miles wide, and filled with a shallow sea; and just outside the island chain was the great hollow that held the Atlantic ocean.



MORE FAVOR 15-CENT LINE

(Continued from page 25.)

The Bighorn Trading Co., Nordege, Alta., would greatly prefer the 15c article, as even though it is not a round figure their business is mostly semi-monthly accounts and the price is just as easy to get. And the profit is greater.

J. F. Douall, New Glasgow, N.S., says: "I never sell an article which costs over 90 to 95, for 10 cents. Any costing \$1 and selling for 10, I keep clear of. Those costing 1.35, and selling at 15, would be all right."



When your competitors are drawing away from you and the race seems about lost, keep pegging right along just as hard as you can. You may be just on the point of getting your second wind, and you never know how near to all in the other fellows may be.

Retailers Versus Household League

Lively Discussion in Halifax, N.S., Where League Accuses Merchants of Excessive Charges—
A Common-Sense Reply From a Retailer—The Inconsistencies of Some Households.

A COUPLE of weeks ago Canadian Grocer editorially referred to an internal strife in connection with the Housewives' League of the United States. Canada has various Household Leagues of its own and one of these is in Halifax, N.S. In recent issues of a Halifax paper have appeared communications, one from the president of the Household League of that city, alleging high prices on the part of retailers, and the other from a prominent Halifax retailer showing why it is that many of these prices could be lowered if the heads of households paid more attention to systematic ordering and to settlement of accounts.

Here are some of the insinuations and other statements the president of the Household League makes:

The Editor of The Daily Echo:

Sir:—Co-operator in the Morning Herald states:—"It is disgraceful what prices are charged here on everything." All who buy of city dealers will agree that this statement is borne out by indisputable facts. Dealers complain that unpaid accounts are partly to blame for high prices, but this is not always true, for the man or woman who finds it hard to make ends meet when prices are low will find it harder to pay a bill when exorbitant prices are charged. Co-operator further asks, "Could not the Household League take the matter up and import food and sell to the poor people at a reasonable price?" It is true that such an idea is not new to the Household Leagues. It has been done in Ottawa, as the following extract from the report of the Convenor of the House and Economics Committee given at the meeting of the National Council at Toronto in October will show.

"This League had an interesting experiment last winter on the subject of co-operative buying. Several members of the League assisted by generous friends purchased some of the necessities of life in large quantities and sold these again to holders of tickets or members, at approximately the same price. Thus purchasers were able to note two things:

(1) How much cheaper it was to buy goods in bulk, by the hundred weight, or by the manufacturers' case, and

(2) How large an amount was ordinarily paid for overhead charges or profit. It must be said in justice to the retail trade that more is consumed in expenses of service, rent and delivery than in profit and that undoubtedly one of

the chief causes of high prices is the wasteful system of delivery."

All last winter produce was bought at wholesale prices and sold to people holding food tickets at nearly cost prices. In Halifax no such fund was, or is, available, or our League would have taken up the work, but other things are needed to carry out this work. First, the fund must be ready; then will some patriotic man or woman donate the use of some suitable place to carry on this work. If this could be done the citizens of Halifax would not find the Household League unwilling to take up the work. There is a suggestion that the Patriotic Fund supply, or lend, the money needed for this work, for if properly managed the money should be at the end of the season intact, or slightly increased. Perhaps no more patriotic thing can be done than to sell food and coal at cost price to the poor and needy during this war. Now, gentlemen, who will help in the good work? Will you help to prevail upon the Board of Control to tell us why butter can be bought in Yarmouth in the retail stores at 20c and 22c per pound; in Halifax it sells for 34c up. Eggs from Yarmouth to Berwick bring 25c per doz.; in Halifax 60c per dozen.

The writer passed through the Valley and has personal knowledge that within the past ten days these prices prevailed there. On Friday of this week the Household League will hold its monthly meeting at the Y.M.C.A. hall, and will welcome any who wish to protest against high prices. The League will also welcome those who wish to defend the merchants and seek to give a fair hearing to both sides.

ELLA M. PAINT,

President Halifax Household League.

The Retailer's View

Every member of the trade should read this reply from Joseph Woods, of Dillon Bros., retail grocers of Halifax. It touches a spot where wonderful improvement is possible on the part of the housewife:.

To the Editor of the Daily Echo:

Sir:—The President of the Household League writes in the Daily Echo of the 1st, quoting "Co-operator." This assertion that "It is disgraceful what prices are charged, etc.," is a very broad one. But, what or who causes the high prices?

How do the president and members of the Household League buy their gro-

ceries? Let us see; Mrs. S. phones her grocer at, say, 9 a.m.

"Please send me ½ lb. of tea, 3 lbs. flour, 1 yeast cake and send them at once, please, as I want to use the flour right away." . . . Grocer sends Mrs. S.'s order out in an hour or so, along with several other orders. . . .

At 10 o'clock . . . Mrs. S. rings up again:

"Hello, has my order left yet? Yes. Too bad; oh my, send me as soon as you can, 1 small tin of baking powder, please, also ½ lb. of cheese." . . .

Driver gets back and is hustled off to Mrs. S. at once with second order, along with other orders which have come in, in the meantime. . . .

12.30, telephone rings: "Hello, this is Mrs. S. speaking. I am sorry, but I forgot to order butter. Please send me ½ lb. I would like to have it for lunch." . . . Driver delivers butter in due course, for lunch.

2 p.m. Mrs. S. rings up, "Send me a head of lettuce and small bottle of salad dressing; any time will do."

5 p.m. Mrs. S. rings up again: "Send me 2 lbs. sugar with the other things." . . . (which, by the way, have left.) However, when the driver gets back, out he goes to Mrs. S. with sugar.

Grocer made five trips to Mrs. S.'s where one would have done. . . . Mrs. S. phoned five times when once would have done. Who pays for this? Who should pay? Is the grocer at fault? The point is this:

Mrs. S. should have phoned her order all at one time, and instead of ordering ½ lb. of tea, 3 lbs. of flour, small tin of baking powder, and 2 lbs. sugar, she should have ordered about as follows: 2 lbs. tea, bag or half-bbl. of flour, large tin of baking powder, 10 or 15 lbs. sugar, and so on in like quantities, according to size of family. Then Mrs. S. would only telephone about three times per week instead of about thirty times per week.

Now to go further: Mrs. S.'s bill amounts to, say, \$20 for month of June (and along with hers there are a few hundred more than \$30 accounts), but how many of these accounts will be marked "Paid in Full" by July 15th or 31st, or even August 31st?

The president of the Household League quotes the report of the convenor of H. & E. committee at Toronto. Several of the League, assisted by generous friends, purchased necessities of life, in
(Continued on page 37.)

Cardwriting Made Easy

by R.T.D. Edwards

TWELFTH OF A SERIES

TWO show card suggestions shown in this article, are particularly suitable for many of the Christmas window displays that will appear during the next two weeks.

Last minute shoppers will be quite numerous this year, as in past years. In order to secure their trade every effort should be put forth to trim attractive windows, and interior displays that will draw the customer who is shopping in haste.

A description telling how each card is made, is given in the underline below the card.

The accompanying chart and description, explains the style of lettering used in preparing the show card suggestions. The new feature in this lesson is the heavy brush width spurs. They require a great deal more care than did the spur making in the brush stroke Roman lettering.

THE CHART

THE chart shows an alphabet and numerals of bold-faced Egyptian. This sort of type is exceptionally adapted for use on sale cards where a quick-reading type is desired. This class of letter is somewhat the same as that illustrated in lesson No. 5, with the exception that it has the heavy brush width spurs. These letters and numerals are entirely of brush stroke formation, which means that each line was made with one stroke of the brush. The size of the brush to use is determined by the size of card employed and the size of letter required. For instance, if you desire about a two- or three-inch letter on a half-sheet card, a No. 8 red sable will be required. On smaller work use a No. 6 brush.

As in previous work, it is absolutely necessary to keep the brush flat and chisel pointed. All the ends of the hair must be even.

A is a six-stroke letter. This letter should be evenly balanced on both sides of the dotted line shown to represent the centre.

B.—A continuation of the two strokes, 2 and 4, form B's spurs. Note that the upper loop is smaller than the lower.

C is a three-stroke letter and needs a great deal of practice. Care must be taken to get the spur at the right angle.

D.—The spurs on the "D" are made in the same manner as explained on the "B".

E.—This letter is of straight line formation. The main thing is not to allow the spur (stroke 5) to extend to the right quite as far as that of stroke 6.

F is similar to E, with the exception of the lower line.

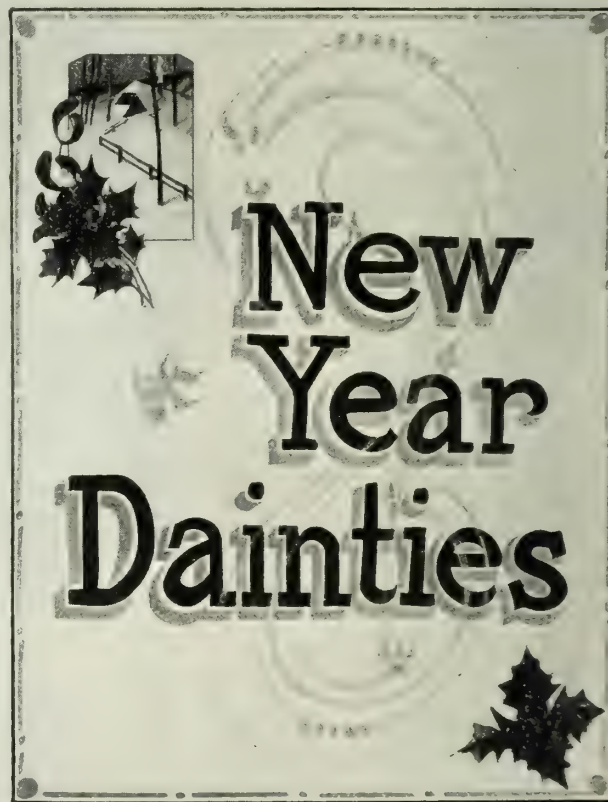
G.—Stroke 3 of G, as you will notice, does not extend out as far as stroke 4. This letter takes a great deal of faithful practice to get it balanced properly.

H.—The cross-bar of this letter is nearer the top than

the bottom of the letter. Little points like this make hand work look different from type.

I.—Care must be taken to have all upright letters at right angles with the guide lines.

J.—The curved part and lower spur of this letter are strokes with which you must take particular care. This part of the letter is difficult for the beginner to make gracefully and needs much practice.



An appropriate show card for a display of holiday goods—described in accompanying article.

K.—Note, stroke 5 of the K does not project out to the right of the letter as far as stroke 7. Stroke 2 of this letter should join stroke 1 a little above the centre.

L.—Note the angle of stroke 4 on this letter.

M is another letter of which one side must balance up the other side. The lower ends of strokes 3 and 4 must be an equal distance between strokes 7 and 8.

N.—This letter is composed of 6 separate strokes. The one that beginners find most difficult is stroke 3. The point in making this stroke is to start the upper side of

the brush at the upper right-hand corner of stroke 1 and finish with the lower side of the brush touching the lower guide line where stroke 4 will finish.

O.—The O is the same as in previous alphabets. You cannot give this letter too much practice.

P.—This letter differs from B because stroke 3 joins stroke 1 midway between the two guide lines.

Q.—This letter is the same as the O with the tail added.

R.—This letter is of similar formation to the P with the two strokes added. Stroke 7 projects more to the right than does the curved stroke above it.

S.—Much practice is needed in order to get this letter balanced up gracefully.

T.—Strokes 3 and 4 of this letter must be at the same angle and are an equal distance from stroke 2.

U.—Strokes 1 and 2 of this letter do not come to the lower guide line. They join stroke 3 a little above it.

V and W are of similar formation and need a lot of practice. You will have some trouble in balancing this letter up as in the case of the M.

X.—Strokes 1 and 2 of X cross each other a little above the centre.

Y.—Strokes 1 and 2 meet stroke 3 nearer the upper guide line than the lower.

Z.—Take care to get strokes 4 and 5 of Z the proper angles.

I will not enter into a detailed description of the lower case alphabet. The strokes are all numbered and the arrows show you the direction in which to make the strokes. If you watch carefully you should experience very little difficulty.

Of course you must remember the new thing this month is the heavy brush width spurs. They require a

great deal more care than did the spur making in the brush stroke Roman lettering.

After Stock-Taking Sale.

A great many retail firms conduct January, or after stock-taking sales each year. This is particularly noticeable in the dry goods trade. Many hardware firms conduct



A card of this kind adds to the selling power of a raisin display.

sales during January and February. In large and small stores alike sales are carried on in an effort to stimulate business.

Keep Sale Name Prominent

These sales are run under various names, but the most popular are: "January Sale," "Mid-Winter Sale," "Annual Clearing Sale," "January Sale of White Goods," etc. The main thing which should be emphasized

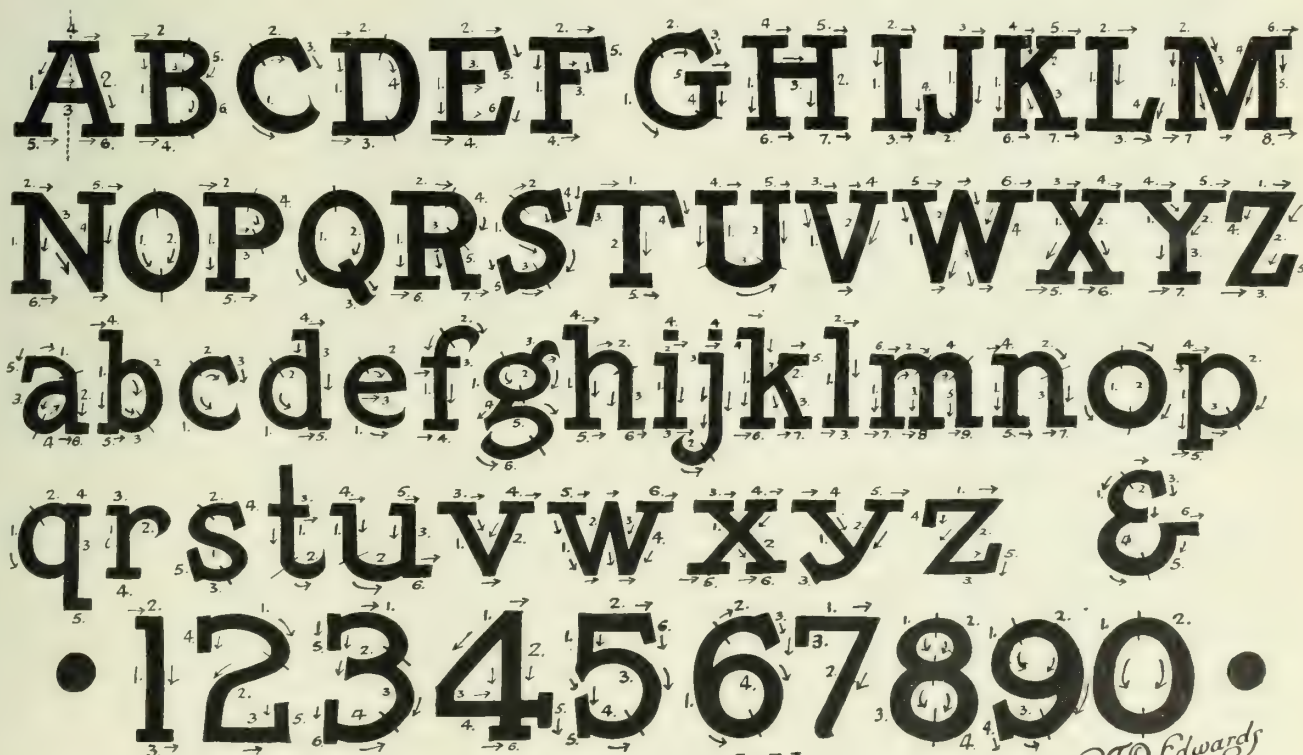


Chart No 11.

R.T.D. Edwards

is to keep the name of the sale continuously before the public. It should be worked in on all price cards, both large or small. It also should be used on show-cards and paper posters throughout the store and in the windows.

It can be put on in dozens of different layouts or designs, either by printers' type, plates made from hand work, or the actual hand itself. If a great quantity is wanted,



The above "after-stock-taking sale" card has been prepared on the poster plan. The heavy band is of light green. The lettering is black with a white outlining, and dark green shading. The edging on the band, and the outer border line are of the same shade of green as the shading. The color used on the inner border is of light green. The style of lettering used in preparing this card is described in the accompanying article.

it is advisable to have them printed, but when the store is small and the quantity of cards used does not run up into the hundreds, they can be written by hand. Many designs that are of an exclusive nature can be made up easily and quickly.

Many stores have a striking design made up and use it year after year and the public becomes so familiar with this that as the season of the year approaches they look for these tickets.

Different From Any Other Cards

The coloring of these cards is a thing which must receive careful attention. Care should be taken to have them entirely different to any other cards used at other seasons of the year. A bright, striking card is necessary, but the colors used must harmonize with one another and also with the surroundings.

Color Combinations

Here are a few suggestions for the price ticket color combinations:

- White card with green headline and price.
- White card with red headline and price.
- Green card with black headline and price.
- Blue card with black headline and price.
- Yellow card with black headline and price.

Never use red color on blue cardboard or blue ink on red cardboard, or yellow color on green card, or green color on yellow card. Red color on pink card is also not permissible.

Posters or Big General Cards

Posters or large show-cards are a necessity in connection with a big sale. These should be used to stick on windows and to put in prominent places throughout the store. If posters are desired, make them on good tough strips of paper. They should be made as attractive as possible, as these are the means by which you announce to the public that something out of the ordinary is going on inside. Half-sheet cards displayed throughout the store in prominent places announcing the sale also keep the customers' interest up. These can be made with the same design as that which is used on the posters.

Seasonable Cards Illustrated

The "New Year Dainties" card shows the use of illustrations cut from Christmas postcards. The top illustration shows a combination of holly, mistletoe and winter scenery which is excellent for the New Year season. Cut the illustration out carefully and paste on the card without smudging it. The lettering on this card illustrates the use of the alphabet shown in this lesson. The shading is added to take away the plainness. Use pale green for shading and inside border. Gold is preferred for the scroll work. The outside border is of black, made with the pen.

The Raisin card illustration is a free-hand drawing. It is first outlined with a pen and waterproof drawing ink. The flower is colored with the natural poinsettia color "Scarlet" and the stem and leaf is of green. A shadow of pale green or grey can be used behind this flower to make it stand out better.

The lettering on this card shows this month's lesson in use. All the ruling and shading is of pale green with the exception of the inside border, which is a pen stroke black.



THERE IS NO profit in grocery retailing, no excuse for a retailer's existence, unless the selling end is vigorous. The energy which keeps the selling end vigorous in abnormal times is identically the same energy which keeps it vigorous in normal times—only it is in abnormal times that keeping up the stride is fraught with more discouragements.

HOW TO DIG

WHEN the Suez Canal was dug many of the workers were girls, who dug up the sand with their hands. Every girl digger filled a little rush basket which she had woven for herself. Then she lifted the basket upon her head, carried it one hundred feet up the bank and emptied it.

When the Panama Canal was dug the digging was done almost entirely by steam scoops, each lifting two or more cubic yards of dirt at a single stroke. These scoops lifted the earth and dumped it into freight cars, each car holding 60,000 lbs.

The contrast between these two methods of digging is one which every British business man should notice. In the case of the Suez Canal the cost for equipment was practically nothing. Each girl provided her own basket which had cost her nothing but a little labor.

In the case of the Panama Canal the cost for equipment was extremely high. Steam scoops are expensive. So are freight cars and locomotives. Yet the cost of digging the Suez Canal was far more per cubic yard, than the cost of digging the Panama Canal. In fact, an engineer has estimated that the cost of hand labor in digging is 1,000 times greater than the cost of digging by machinery.

Moral—get the best equipment if you want to reduce your costs.—The efficiency Magazine.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Province

Jean Andrews, grocer, Quebec, P.Q., sustained a fire loss recently.

Practically the entire Christmas stock of candies, estimated at several thousand dollars, as well as the factory of Page & Shaw, confectioners, 36 St. Paul street east, Montreal, were destroyed in a recent fire. Watt & Scott have their offices in the same building.

Merchants in the north end of Montreal are forming an organization known as the North End Business Men's Association, with the object of advertising that section of the city. The proposition is advanced that 500 merchants of the North End subscribe to a general fund for advertising with the idea of retaining north end trade and attracting people from other districts.

J. R. Genin, president of the Chambre de Commerce, Montreal, has received word that the French Trade Commission, headed by Maurice Damour, which is visiting America, will arrive in Montreal in a day or two now. The commission left New York about Dec. 9. and will visit Philadelphia, Pittsburg, Cincinnati, Chicago, Detroit and Toronto. Mr. Damour is deputy for the department of Landes, France. His colleagues on the commission are bankers, a civil engineer, and a member of the weaving industry.

Several Montreal retailers in the southern portion of the city have recently been victimized by the old game of making deliveries of goods and accompanying them with the change of a five or ten-dollar bill. This follows a telephone order when the explanation is given that the bill will be handed over on delivery. The dishonest one takes both the goods and the change, and makes himself scarce. Boisvert Brothers, grocers, Hibernia street, and J. A. Menard, grocer, Richmond street, have been among the sufferers. One, Donald Whaley, has been arrested in connection with the charges made.

Two Montreal grocers were recently the victims of an old scheme, each losing five pounds of butter. Early one afternoon, a man entered one store and ordered that five pounds of butter, totalling \$1.75, be sent C.O.D. to 519 Beaudry street. A boy was sent with the order. A man met him at the door and received the butter, then sent him back to the store for some eggs and other groceries. The boy went back, but when he return-

ed with the other goods his customer had disappeared and the people in the house knew nothing of him. The other dealer was victimized two hours later in the same way, he also losing five pounds of butter. The address given in this case was 957 East Ontario street. The descriptions given of the man tallied so accurately as to leave no doubt in the minds of the police that one man was guilty of both thefts.

Ontario

S. G. Whaley, grocer, Toronto, is succeeded by F. S. Hurlbut.

J. C. Snively, grocer, St. Thomas, Ont., has sold to C. A. Campbell.

The Hooton Chocolate Co., Toronto, has been granted an Ontario charter.

G. A. Daek, grocer, Braeside, Ont., is succeeded by Jno. Carty.

Judson Culp, grocer, Hamilton, has sold to R. Rodney.

Tamlyn's Grocery succeeds Marshall Bros., 1089 Bathurst street, Toronto.

Wm. H. Blyth, grocer and baker, Belwood, Ont., has sold to Frank Hutchison.

Hamilton, Ont., commercial travelers are organizing to give to the Patriotic Fund.

S. Vertlieb and J. Martin are opening a general store at Boston Creek, New Ontario.

Benjamin Tett, general merchant, Bedford Mines, Ont., died suddenly from heart failure.

Daniel Ashwell, for many years a grocer in London, Ont., passed away last week.

Daniel McLean, general merchant, Orangedale, Ont., sustained a fire loss recently.

Beverly McDonald, a Pieton, Ont. grocer, sustained a fire loss recently; insured.

Stock of the general store of the J. A. Valley Estate, Quibell, Ont., has been sold to M. Faurer.

De Trafford & Cleverly, grocers, Bloor street, Toronto, are succeeded by The Elmes Cash Grocery.

A. Puccinin & Co., macaroni manufacturers, St. Catharines, Ont., sustained a fire loss recently.

G. W. Pickels has taken over the grocery business formerly operated by F. McKeown, Fort William, Ont.

Damage to extent of \$300,000 to \$400,000 was caused to the plant of the Maple Leaf Milling Co., in St. Catharines, Ont.

Harold A. Morris, of J. A. Morris & Son, grocers, Welland, Ont., has enlisted in the new 98th battalion, Welland, for overseas duty.

Official notice of the incorporation of Canadian Cannery, Limited, has appeared in the Canada Gazette. The capital is \$1,000,000, head office being in Toronto.

J. Milton Cork, a College street grocer, Toronto, sustained a fire loss last week. Considerable damage was done to stock by smoke and water, and coming so near Christmas, made it all the more serious.

J. A. Morris & Son, grocers, Welland, Ont., have sold their store and dwelling combined, to H. E. Henry, of St. Catharines, Ont., who takes over the stock and building on Jan. 1, 1916. Mr. Henry is an experienced grocer, having been in business in St. Catharines for over 20 years. Three years ago, he sold to his brother. Mr. Morris has been in Welland in business for past three years. He took his son in with him about two years ago.

Western Canada

H. J. Paratt, grocer, Winnipeg, is succeeded by John Reid.

A. Viney, grocer, St. James, Man., is succeeded by F. Buckle.

A. L. Leinan, grocer, Leinan, Sask., is succeeded by T. M. Bakken.

Estate of R. Goudie, grocer, Winnipeg, has been sold to W. H. Smith.

D. C. Watson, general merchant, Ernfold, Sask., is succeeded by J. R. Taylor.

Robt. Thomson, general merchant, Guernsey, Sask., is moving to Cereal, Alta.

The Cunningham Co., general merchants, Foxwarren, Man., has been incorporated.

The Main Centre Trading Co., succeeds D. Brownstone, general merchant, Main Centre, Sask.

Mader & Clark, general merchants, Vanguard, Sask., are succeeded by the Seth Witton Co.

O. H. Ruggles, general merchant, Tompkins, Sask., has sold to Dimmock Bros. & Chapman.

Sinamon & Lawson, general merchants, Medora, Man., have dissolved; C. R. Lawson continuing.

The T. Eaton Co., will open their warehouse and mail order department in Saskatoon, Sask., about Feb. 1.

Condensed Milk Has Advanced

Peels, Hard to Get, Are Higher—Marbots Are of Poor Quality—Teas Firmer in All Grades
—Some Currants Arrive—Brooms Advancing Again—Brans Still Firm, as Well as Spices.

Office of Publication, Toronto, Dec. 16th, 1915.

THE usual turkey trot has begun. At this time of the year the chief topic of interest on the street is "What price are we going to pay for turkeys at Christmas?" This year is no exception, and already all sorts of rumors are heard, some supporting the view that there are lots of turkeys and therefore the price will be low or fairly so, others, and probably more, thinking that prices are going to be high. The present situation, that is up to the time of writing, is that turkeys are slow in coming in. One man tells us that he expected a thousand in this week and got fifty. Nevertheless, there are lots of turkeys in the country and it looks as though, following the usual custom, they are being kept back, hoping to get a bigger price as Christmas draws near. Anyway, as a result of that at present, prices are up three or four cents on dressed stuff. Of course if the situation continues, the prices may be higher still; on the other hand, they may not. Now and then the farmer gets a shock in this respect. The basic fact remains that there are a lot of turkeys to be had and this year there is no excuse along the line of American buying. Americans are through buying for their Thanksgiving and at present, turkeys, from all reports, are plentiful enough.

Those grocers who are expecting currants on S.S. "Frixas" will be interested to know that the "Frixas" has at last reached New York. Nevertheless, grocers and the public, too, are going to be lucky if they get all the currants they want. Possibly two or three cars will slip through into this market, but in the main the cargo of the "Frixas" won't be delivered in Canada until after it is too late for Christmas buying. Meanwhile that grocer is lucky who has got the currants he wants for Christmas trade. The currant situation is a mighty good example of the old established folly of putting all your eggs in one basket. The wholesaler who left all his currants to come over on the "Frixas" has probably got "left." The man who arranged for shipment on three or four different boats, has, at any rate, got one or two, which is more than can be said for the majority who expected their stuff on the "Frixas." But the wise men are in the minority again. Wholesalers could not predict that the "Frixas" would be so late, and some have still to get their supplies of currants, and their clients, the retailers, are waiting for them. So is the public. It would not be surprising if currants took a last leap upward next week, when Christmas is near. At present, all prices are firm indeed.

Peels are up this week by a couple of cents; there has been a particularly big run this year on citron peel and strange enough here again the wholesale trade did not seem to display a great deal of foresight. A few people got in right and bought citron in fairly adequate supplies. The present price, which is an advance on last week of 2c, is high and firm.

Shelled almonds are short; in fact they are practically cleaned up already. There are a few odd lines of shelled walnuts here, but not many, and it looks as if many grocers are not going to have enough shelled walnuts for their own trade this Christmas. With regard to walnuts in the shell, some from Bordeaux missed the boat and will not be here until after Christmas. The marbots are coming in now, but they are of an inferior quality. It looks as if they were shipped too green.

Other advances are to be noted in condensed milk. Brooms too, are going up. The broom corn market is materially increased and the price to the trade and public is advancing.

Beans are still hard to get and this position obtains both in Ontario and Quebec.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour situation firm; good demand.
Some reaction in wheat.
Rolled oats strong.
Bran marked up.

PRODUCE AND PROVISIONS—

Live hogs slightly lower.
Provisions hold firm.
Creamery butter higher.
Cheese market higher.
Better demand for eggs.
Christmas poultry situation.

FISH AND OYSTERS—

Good Advent trade.
Fresh haddock and finnan haddie scarce.
Frozen smelts expected.
Oysters moving well.

FRUITS AND VEGETABLES—

Imported hothouse tomatoes cheaper.
Sweet potatoes going up.
Domestic potatoes firmer.
Navel orange market easier.

GENERAL GROCERIES—

January shipments of molasses.
Ontario beans hard to get.
Quebec beans moving better.
Tea men talk tariff.
Greek currants arrive.
Citron and lemon peels advance.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour firm and high.
Middlings down a dollar.
Rolled oats strong.
Barley hard to get.

FRUIT AND VEGETABLES—

Christmas buying under way.
Oranges decline in price.
More B. C. potatoes.
Lettuce getting fair trade.
Canadian pears selling.
Grapefruit in demand.

FISH AND OYSTERS—

Lobsters too dear to stock.
Smelts selling well.
Advent makes little change.
Oysters get good trade.
Scarcity of cod and haddock.

PRODUCE AND PROVISIONS—

Meats still firm.
High turkey for Xmas?
No change in eggs.
Cheese firm and high.
No change in butter.

GENERAL GROCERIES—

Tea firmer and advancing.
No change in sugar.
Scarcity of currants.
Poor quality marbots.
New shelled almonds here.
Citron peel is higher.
No change in beans.

QUEBEC MARKETS

Montreal, Dec. 16.—Retailers are buying well, which indicates that they are selling well. Those who bought early have been fortunate as there has been a general rise over opening prices and they will realize a good profit. For staple Christmas lines such as nuts, raisins and oranges, business is very good indeed and generally speaking, things point to a good Christmas trade. How-

ever, there is a noticeable lack of demand for fancy Christmas lines which might be classed as luxuries.

The arrival of Greek currants, French walnuts and Spanish almonds in fairly good quantities helped out considerably for the holiday demand. While there are a few lines that we will have to go without, generally speaking Christmas lines are in good supply and we can well afford to forego the few missing lines. In place of Sultana raisins a good sample of California bleached seedless raisins is being sold.

An important advance is that in evaporated and condensed milks. Various lines have been advanced 10 to 25 cents. The advance is due to many causes, but principally to advance in cost of packing and price of actual milk paid to farmers. Tin plate has advanced steadily since the beginning of war and farmers are realizing excellent prices for their milk.

It might be noted that the following lines have advanced Bicarbonate of soda is up 5 cents per keg, now at \$2.25; rosin is up from 2 $\frac{3}{8}$ to 3 $\frac{1}{4}$ c per lb.; lump alum from 2 $\frac{1}{2}$ to 4c; crystal borax has advanced 2 $\frac{1}{2}$ to 3 cents per lb, and is now selling at from 8 $\frac{1}{2}$ to 10c per lb. Saltpetre is selling at from 9 to 12c per lb., an advance of 2 cents.

SUGAR.—The market eased up some during the last week but strengthened again yesterday. Spot goods are scarce and will probably remain so until the new Cuban crop come in in January. The raw market for future offerings has eased off to some extent, but it does not necessarily mean that there will be a drop. It is, of course, impossible to forecast the market, but dealers should watch the situation carefully. Business is quiet and probably will not change till after the turn of the year. As a result of recent advances, retailers bought freely and are fairly well supplied.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. cartons	6 95
Extra Ground Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Yellow Sugars—	
No. 1	6 25
Dark yellow	6 05
Bright yellow, bbls. only, cwt.	6 50
Powdered Sugars—	
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Paris Lump—	
100 lb. boxes	7 25
50 lb. boxes	7 35
25 lb. boxes	7 55
Crystal Diamonds—	
Barrels	7 25
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

DRIED FRUITS.—During the week shipments of Greek currants have been received which have helped out to a great extent. While these shipments are belated it was almost a surprise to receive as good supplies this week. The bulk of the business, of course, has been

and is still being done in California fruits. Lemon and citron peels have advanced and are scarce. Citron is quoted at 22-23c and lemon is 20-21c and practically sold out.

Smyrna figs, of course, are not obtainable. One wholesaler says that he has California layer figs for sale for which he asks 15c per lb. All others are scarce. There is no change in quotations on raisins and Malaga clusters are quite plentiful. Dates are in good supply and the price is reasonable. Higher prices are looked for in many evaporated and dried fruits. California is supplying this market now and as Californians are selling freely to Europe, higher prices will likely result.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 09 $\frac{1}{2}$
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 11 $\frac{1}{2}$
Peaches, choice	0 08
Pears, choice	0 13 $\frac{1}{2}$

DRIED FRUITS.	
Candied Peels—	
Citron	0 22
Lemon	0 20
Orange	0 19
Currants—	
Filiatras, fine, loose, new	0 11 $\frac{1}{2}$
Filiatras, packages, new	0 12 $\frac{1}{2}$
Dates—	
Dromedary, package stock, old, pkg.	0 09
Figs, choice	0 12 $\frac{1}{2}$
Hallowee, loose, new	0 07 $\frac{1}{2}$
Hallowee, 1-lb. pkgs.	0 07 $\frac{1}{2}$
Figs—	
3 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 $\frac{1}{2}$
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09 $\frac{1}{2}$
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10

Prunes—	
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11 $\frac{1}{2}$
50 to 60, in 25-lb. boxes, faced	0 10 $\frac{1}{2}$
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09 $\frac{1}{2}$
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08 $\frac{1}{2}$

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscadels, loose, 3-crown, lb.	0 09
Cal. seedless, 16 oz. pkgs.	0 12 $\frac{1}{2}$
Fancy seeded, 16 oz. pkgs.	0 11
Choice seeded, 16 oz. pkgs.	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEA.—The tea market remains firm and steady for the really good grades. The latter part of December always marks a quiet period in buying tea as retailers usually look after their requirements before the Christmas rush is on them. There is beginning to be some speculation in regard to what the Finance Minister is likely to do with tea when he hands down his new budget. There is a diversity of opinion. However, the expectation of a tax by those who believe in it would not unlikely result in a stimulus to buying.

SPICES.—The condition of the spice market is exceptional. While there is no change to be made in present quotations, the market is strong and demand excellent. One large Montreal firm has been compelled to do night work in order to fill orders. This is partly due probably to the fact that stocks were low and the remarkable improvement in general business conditions has encouraged dealers to buy more freely. It is more likely, however, that it is the result of a conviction by those who follow the

market that there will be a general and marked increase in price.

	5 and 10-lb. boxes.	¼ lb. pkgs. dozen.	¼-lb. tins lbs.
All-spice	—0 16	—0 69	—0 23
Cassia	—0 22	—0 89	—0 29
Cayenne pepper	—0 28	—	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar—50c.	—	—	—
Ginger, Cochin	—0 22	—	—0 29
Ginger, Jamaica	—0 23	1 07—1 15	—0 31
Mace	—0 80	—	—1 00
Nutmegs	—0 40	—2 40	—0 75
Pepper, black	—0 22	0 90—1 00	—0 29
Pepper, white	—0 30	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 14—0 16	—	—
Turmeric	0 21—0 23	—	—
Lower prices for pails, boxes or bails when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00	2 50	
Caraway—			
Canadian	—	—	0 13
Dutch	—	0 20	0 22
Cinnamon, China, lb.	—	0 14 $\frac{1}{2}$	0 16
Mustard seed, bulk	—	0 19	0 23
Celery seed, bulk	—	0 36	0 46
Cayenne chilies	—	—	0 35
Shredded coconut, in pails	0 18 $\frac{1}{2}$	—	0 22
Pimento, whole	—	—	12-15

NUTS.—Some fair supplies of shelled walnuts and almonds have been received from France and Spain this week, which has helped out wholesalers considerably in supplying the Christmas demand. Peanuts have advanced $\frac{3}{4}$ to 2 cents per lb., the best grades being most affected, as the large peanuts are in demand.

Almonds, Tara, new	0 17 $\frac{1}{2}$	0 18 $\frac{1}{2}$
Grenobles	0 15	0 16
Marshes	0 13 $\frac{1}{2}$	0 14 $\frac{1}{2}$
Shelled walnuts, new, per lb.	6 44	0 45
Shelled almonds, 28-lb. boxes, per lb.	0 13 $\frac{1}{2}$	0 15
Sicily filberts	—	0 24
Filberts, shelled	0 20	0 21
Pecans, large	0 20	0 21
Brazils, large, washed	0 08 $\frac{1}{2}$	0 12
Peanuts, American, roasted	—	—

RICE.—The market generally is strong. No actual advances have been made, but it seems to be the general opinion that higher prices are coming. Extremely abnormal freight conditions and uncertainty of getting supplies apparently would warrant an advance. The new crop now being harvested in India is said to be large and of excellent quality. The English market is strong with large demand—particularly for spot goods. Under normal conditions we would follow that market.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 90
"C"	3 65
India bright	4 00
Lustre	4 10
Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 00
Ice drips	5 20
Snow	5 20
Polished	4 10
Pearl	4 40
Mandarin, Patna	4 60
Java Onyx	7 50

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 $\frac{1}{2}$ lbs.).

Imported Patna.	Per lb.
Bags, 224 lbs.	0 06 $\frac{1}{2}$
Half bags, 112 lbs.	0 06 $\frac{1}{2}$
Quarter bags, 56 lbs.	0 06 $\frac{1}{2}$
Velvet head Carolina	0 08
Sago, brown Carolina	0 06 $\frac{1}{2}$
Tapioca—	
Pearl, lb.	0 07
Seed, lb.	0 07

SYRUPS AND MOLASSES.—One wholesaler states that he expects his first shipment of new molasses to reach St. John in about ten days. This is probably as early a date as shipments will be received. From then on, however, they should come in increasing volume and by the end of January be coming in freely. Rail arrivals are expected to be heavier than usual this winter owing to short stocks and high

prices prevailing. Prices for January and February delivery are being quoted. The price seems bound to drop monthly as supplies become more plentiful, but it is impossible to predict the low level as it is dependent on the sugar market.

	Price for	Fancy.	Choice.
Barbadoes Molasses—			
Punchons		0 58	0 48
Barrels		0 61	0 51
Half barrels		0 63	0 53
For outside territories prices range about 3c lower.			
Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.			
Corn Syrup—			
Barrels per lb., 3½c; ½ bbls., 4c; ¼ bbls. ...		0 04½	
Pails, 83½ lbs., \$1.95; 25 lbs.		1 40	
Cases, 2 lb. tins, 2 doz. in case		2 55	
Cases, 5 lb. tins, 1 doz. in case		3 00	
Cases, 10 lb. tins, ½ doz. in case		2 90	
Cases, 20 lb. tins, ¼ doz. in case		2 85	
Cane Syrup—			
Barrels, lb., 4½c; ½ bbls.		0 05	
Cases, 2 lb. tins, 2 doz. in case		3 00	

COFFEE.—There is no change in quotations and the market is steady. Business, however, is good. November showing was considerably better than November of last year and so far December also is better. It might be noted that coffees to-day are selling at what is a normal price in peace times in spite of the 3 cents duty now imposed. This is due to the fact that prices are lower in America as a result of the loss of two big customers, Germany and Austria.

Coffee—		
Plantation Ceylon	0 32	
Java	0 32	
Arabian Mocha	0 34	
Guatemala	0 26	
Mexican	0 25	
Maricao	0 22	
Jamaica	0 23	
Santos	0 19	
Rio	0 16	
Chicory	0 14	

DRIED VEGETABLES.—It is said that good Ontario beans are very difficult to get. There are quite a few being offered but the quality is so poor that wholesalers refuse to buy them. This naturally has a tendency to make the market weak. Some Michigan beans are being imported. The price is higher but the quality is good. More Quebec beans are being received this year than usual and are of good quality. This has caused the price of white beans to ease off slightly and they are now being quoted from \$4.20 to \$4.35. The result of the present situation is likely to be a greater difference in prices quoted for good quality beans and the poor quality. Pearl barley is quoted from 4½ to 5c. It is scarce and the market is strong.

Beans—		
Canadian, 3 lb. pickers, per bushel	4 20	4 35
Yellow eyes, per bushel	4 20	
Lima, per lb.	0 48	0 08½
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.	5 50	
Barley, pot, per bag	3 00	
Barley meal, lb.	0 4½	0 05

ONTARIO MARKETS

Toronto, Dec. 16. The prognostications of some people to the contrary, Christmas business is turning out mighty well. "We find good free buying," said one wholesaler, "in all lines, and it is up to if not above the average Christmas trade. Orders are certainly larger in bulk than last year." This is encouraging. There seems to be, likewise, a

heartly feeling among retailers that they are going to do well with Christmas stuff. They have been expending rather more, buying more largely, but they are confident—and there are already signs to justify them—that the public is in a more spending mood this year than it was last.

The nut and dried fruit situations are nothing for either wholesalers or retailers to throw up their hats about. Nuts, taking them all through, are either here in small quantities, or else they aren't here at all. Some won't reach this side till after Christmas owing to delay in sailing. (See detailed report under "Nuts.") Others, though here on the spot, are of poor quality.

As to fruits, this currant business has become old reading by now, but it is nevertheless important. If there are retailers who haven't got their holiday requirements, they will do well, rather than wait for goods coming from the "Frixas," to make inquiries as to where they can buy, and buy at once. The stuff from the "Frixas" may not get here for Christmas. We shall be surprised if all of it does.

The flour situation, which was a feature last week, is still firm, with wheat likewise strong. Export is still a big factor. Millers don't seem to be able to take care of all the orders that are coming. Domestic demand is heavy, too.

SUGAR.—The situation in raws in New York is a trifle easier this week. Refiners, temporarily at any rate, have had their wants supplied and there is quietness for the moment. But we do not think it likely that there will be any real easiness in the situation till new crop Cubans come along in January. Quietness just now may be converted overnight into firmness, with an advance in the offing.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.		
100 lb. bags	6 71	
20 lb. bags	6 81	
10 lb. bags	6 86	
2 and 5-lb. cartons	7 00	
New Scotland refined, 100-lb. bags	6 61	
New Brunswick refined, 100-lb. bags	6 65	
Extra Ground Sugars—		
Barrels	7 11	
50 lb. boxes	7 31	
25 lb. boxes	7 41	
Powdered Sugars—		
Barrels	6 91	
25 lb. boxes	7 31	
Crystal Diamonds—		
Barrels	7 26	
100 lb. boxes	7 36	
50 lb. boxes	7 56	
Cartons (20 to case)	8 01	
Cartons (50 to case)	8 01	
Crystal Dominoes, cartons	8 36	
Paris Lump—		
100 lb. boxes	7 36	
50 lb. boxes	7 56	
25 lb. boxes	7 56	
Yellow Sugars—		
No. 1	6 31	
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.		

TEA. The auctions on Monday in London reflected a general firmness in tone, and everything was stronger from common to fine teas. It is nearly impossible to get fine teas. There are lots of good teas, but only short supplies of fine grades. This is very well explained by a big house in London, England, who say, to the trade:

"Last year tea reached abnormal prices, and right until the commencement of this season it appeared as if the prices were justified, although we had no confidence in the market, and told you so. The planters this season have plucked everything they could from the bushes and have not been satisfied with leaf, but have plucked so roughly that a quantity of the tea is full of stalks and red ends. The crop, in consequence, is the largest ever known, and the tea is the commonest ever produced."

DRIED FRUITS.—After orange and lemon peels took a flier last week, citron followed suit and we now quote 25 to 27c, which is an advance of at least two cents. The new levels are equally firm. There has been a big run on citron this year. Last year it was a slow seller for Christmas and the trade didn't bother to stock up much this year—that is, in the main. Then when demand from retailers was heavy the wholesalers had to buy at higher levels.

There is not much change in the raisin situation. California Valencias are worth 9 or 9½c, with a free buying demand. Seeded and seedless varieties are firm enough, on customary Christmas buying, plus a good deal of the trade that would have gone to Spanish Valencias.

As to currants, the steamship "Frixas" has at last arrived in New York. While a car or two may slip through in time for Christmas, the most of what is intended for Canadian trade will likely not be here in time for Christmas buying. Only one or two wholesalers appear to have been in right on this currant situation. They were the men who bought early and ordered three or four shipments, trusting to get one or two boats at least. The majority appear to be expecting stuff on the "Frixas," which was due in New York end of October. It got there actually on December 10. Moreover, after the way in which the cargo was dumped twice after the boat was recalled by the Hellenic Government the quality is not liable to be of the very best.

Prunes show little change. Package dates are in good demand.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 25	0 27
Currants—		
Filtras, per lb.	0 12	0 13
Andals, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 09½	0 10
Faris, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 08
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 30-lb. boxes	0 07½	0 08½
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 06½	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seeded, choice, 1 lb. packets	0 10½	0 10½

CANADIAN GROCER

Seeded, choice, 12 oz.	0 08
Seedless, 16 oz. packets	0 11½
Seedless, 12 oz. packets	0 10

NUTS.—There has been a big advance in the States in the price of Jumbos, peanuts, and that is reflected in the firmness of the price here. We quote 12½ to 14½c. Bordeaux walnuts missed the boat, and so, most of them, are too late for Christmas. The quality of Marbots, which are now just coming in, is very poor. They appear to have been shipped too green. Shelled almonds are pretty well cleaned up and the balance are very firm at quoted levels. There are a few odd lots of shelled walnuts here, but not many.

In Shell—	Per lb.
Almonds, Tarragona	0 17½
Brazils, medium, new	0 15
Brazils, large, washed, new	0 20
Chestnuts, peck	1 75
Filberts, Sicily, new	0 14
Peanuts, Jumbos, roasted	0 13½
Peanuts, hand-picked, roasted	0 11
Peanuts, fancy, roasted	0 08
Pecans	0 17
Walnuts, Grenoble	0 15
Walnuts, Bordeaux	0 11
Walnuts, Marbots	0 13
Shelled—	Per lb.
Almonds	0 42
Filberts	0 35
Peanuts	0 11
Pecans	0 55
Walnuts	0 38

SPICES. — Conditions remain unchanged. Peppers are a trifle easier in the primary market at the moment. Other lines and conditions show no alteration.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	—	0 15
Cassia, whole	—	0 21
Cassia, ground	0 14	0 16
Cinnamon, Batavia	—	0 27
Cloves, whole	—	0 30
Cloves, ground	0 18	0 22
Cream of tartar	0 48	0 50
Curry powder	—	0 30
Ginger, Cochín	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	—	0 28
Ginger, African, ground	—	0 14
Mace	—	0 90
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	—	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	—	0 50
Pastry spice	0 22	0 25
Peppers, black, ground	0 11	0 18
Peppers, black, whole	—	0 21
Peppers, white, ground	0 19	0 24
Peppers, white, whole	—	0 34
Pickling spice	—	0 16
Turmeric	—	0 18

COFFEE.—Business is, if anything, on the light side, until after the holidays and inventories are out of the way. Bogotas are very firm, and a trifle higher.

Coffee, Roasted—	Per lb.
Bogotas, lb.	0 27
Jamaica, lb.	0 17
Java, lb.	0 31
Maraicao, lb.	0 22
Mexican, lb.	0 27
Mocha, lb.	0 13
Rio, lb.	0 15
Santos, lb.	0 21
Chicory, lb.	0 12

BEANS. There is still no relief. Prices are unaltered and are just as firm. There is a general feeling abroad that anybody is lucky to get beans at all, whatever the quality is like. Peas are in the same condition; no change in price and hard to get, and none too good when you do get them.

Beans, hand-picked, bushel	4 50
Peas, blue, bushel	3 00

RICE.—The demand is seasonably light; buying is of the ordinary steady sort.

Rice—	
Rangoon "B." per cwt.	4 00

Rangoon, per cwt.	4 00
Rangoon, fancy, per cwt.	5 00
Patna, fancy	0 07½
Tapioca—	
Pearl, per lb.	0 07
Seed, per lb.	0 07
Sago, brown, per lb.	0 06½

TORONTO

CANNED GOODS.—Interest is flagging a little in these lines till after Christmas. Just now buying is concentrated on purely Christmas lines. After the turn of the year, though, demand will brisk up a good deal and we shall then soon see some higher prices, particularly on tomatoes.

Salmon, Sockeye—	
1 lb. talls, cases, 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 57½
Five cases or more, 2½c doz. less than above.	
Chums, 1-lb. talls	0 90
Pinks, 1-lb. talls	1 20
Cohoes, 1-lb. talls	1 45
Red Springs, 1-lb. talls	2 00
Humpback, ½-lb. tins	0 50

Canned Vegetables—	
Tomatoes, 3's	1 17½
Peas, standards	0 97½
Early June peas	0 97½
Extra sifted peas	1 47½
Corn, 2's, doz.	0 97½

Fruits—	
3's Apples, Standard	1 05
3's Apples, Preserved	1 20
Gals. Apples, Standard	3 50
Gals. Apples, Preserved	4 25
2's Blueberries (Huckleberries), Standard	1 55
2's Blueberries (Huckleberries), Preserved	1 90
Gals. Blueberries (Huckleberries), Standard	6 50
2's Cherries, Red (pitted), light syrup	1 50
2's Cherries, Black, pitted, heavy syrup	1 90
2's Cherries, Black, not pitted, heavy syrup	1 55
2's Cherries, Red, not pitted, heavy syrup	1 55
Gals. Cherries, Red, pitted	8 50
Gals. Cherries, Red, not pitted	8 00
2's Cherries, White, pitted, heavy syrup	1 90
2's Cherries, White, not pitted, heavy syrup	1 55
2's Currants, Black, heavy syrup	1 50
2's Currants, Black, Preserved	1 80
Gals. Currants, Black, Standard	5 25
Gals. Currants, Black, solid pack	8 25
2's Currants, Red, heavy syrup	1 50
2's Currants, Red, Preserved	1 80
Gals. Currants, Red, Standard	5 25
Gals. Currants, Red, solid pack	8 25
2's Gooseberries, heavy syrup	1 50
2's Gooseberries, Preserved	1 80
Gals. Gooseberries, Standard	7 25
Gals. Gooseberries, solid pack	8 50
2's Grapes, White, Niagara, Preserved	1 50
Gals. Grapes, White, Niagara, Standard	3 50
2's Lawtonberries (Blackberries), heavy syrup	2 00
2's Lawtonberries (Blackberries), light syrup	1 50
Gals. Lawtonberries, Standard	7 40
2's Peaches, White, heavy syrup	1 90
2's Peaches, White, heavy syrup	2 40
1's Peaches, Yellow, heavy syrup, talls	1 25
1½'s Peaches, Yellow, flats, heavy syrup	—
2's Peaches, Yellow, heavy syrup	1 50
2½'s Peaches, Yellow, heavy syrup	1 90
3's Peaches, Yellow, whole, heavy syrup	2 20
3's Peaches, Pie, not peeled	1 20
3's Peaches, Pie, peeled	1 75
Gals. Peaches, Pie, not peeled	3 25
Gals. Peaches, Pie, peeled	5 00

MANITOBA MARKETS

Winnipeg, Dec. 16.—The sugar market this week is up ten cents all round. For coffee and spices there is a strong local market with an upward tendency. Primary markets are strong.

Pepper is up; black pepper showing an advance of ¼c. per lb. and white pepper ¾c per lb.

Cream of tartar is very scarce with limited supplies.

Since the commencement of the war sage has advanced 400 per cent., with an advance of 2c during the last week. As the larger part of this comes from Austria the supply is limited. Most of the balance has been imported from Greece, but as that government has lately placed an embargo on it, the prospects are it

will be off the market soon, or exceedingly scarce.

Canned tomatoes are firming up, and are almost sure to be higher.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 50
Powdered, bbls.	7 50
Hard lump (100 lb. case)	7 70
Montreal, yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 25
Halves, 90 lbs., per cwt.	8 05
Bales, 20 lbs., per cwt.	8 20
Powdered, 50s	7 15
Powdered, 5s	8 10
Icing, barrels	8 05
Icing, 50s	8 30
Cut loaf, barrels	8 15
Cut loaf, 50s	9 00
Cut loaf, 25s	8 55
Sugar, British Columbia—	
Extra standard granulated	7 30
Bar sugar, bbls.	7 45
Bar sugar, boxes	7 70
Icing sugar, bbls.	7 05
Icing sugar, boxes	7 30
H. P. lumps, 100-lb. cases	7 75
H. P. lumps, 25-lb. boxes	8 40
Yellow, in bags	6 90

Corn Syrup—	
2s, per case 2 doz.	2 63
5s, per case 1 doz.	2 98
10s, per case ½ doz.	2 85
20s, per case ¼ doz.	2 87
½ barrels, lb.	0 04½

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial, quarts, case, 2 doz.	5 40
Imperial, ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ¼ gal. quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75
Apples, evaporated, new, 50's	0 10½
Apricots, choice, 25's	0 14½
Apricots, choice, 10's	0 15
Currants—	
Dry clean	0 11½
Washed	0 12
1 lb. package	0 12½
2 lb. package	0 25
Dried Fruits—	
Evaporated apples, 50's	0 10½
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 12
Prunes, 90-100, 25's, unfaired	0 09
Dates—	
Hallowee, loose, per lb.	0 60
Hallowee, 1-lb. pkgs.	0 74
Fard dates, 12-lb. boxes	1 25
Peaches—	
Choice, 25-lb. boxes	0 06½
Choice, 10-lb. boxes	0 07½
Raisins, Muscatels—	
3 crown, loose, 25's	0 09½
3 crown, loose, 50's	0 09
Raisins, Sultanias—	
California, 50's	0 13
Prunes—	
90 to 100, 25s	0 07½
80 to 90, 25s	0 08
70 to 80, 25s	0 06½
60 to 70, 25s	0 09½
50 to 60, 25s	0 09½
40 to 50s, 25s	0 09½

Table Layer Pies—	
7-crown, 35 lb. boxes, per lb.	0 17½
5-crown, 10 lb. boxes, per lb.	0 14½
4-crown, 10 lb. boxes, per lb.	0 14
3-crown, 10 lb. boxes, per lb.	0 12½
Glove boxes, per doz.	1 25
Cooking Bns. taps, about 5 lbs., lb.	0 09

DRIED VEGETABLES.—Supplies of beans are coming from Japan and California. It is not expected to handle much of the Ontario crop this year.

Beans—	
California, hand-picked, per bushel	4 40
California Lima Beans—	
Bag lots	0 07½
Less than bag lots	0 06½
Barley—	
Pot. per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Solid peas, sack, 98 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 80

RICE AND TAPIOCA.—Tapioca and sago are very firm and an advance of ½c per lb. is announced. Rice prices are unchanged.

CANADIAN GROCER

Rice and Tapioca—		
No. 1 Japan, per lb.	0 05½	
No. 2 Japan, per lb.	0 04½	
Sia, per lb.	0 03½	
Patna, per lb.	0 07½	
Carolina, per lb.	0 06½	
Sago, pearl, lb.	0 06½	
Tapioca, pearl	0 16½	0 06½

NUTS. There is quite an active Christmas trade in nuts. Brazils are a little dearer and prices on shelled nuts very firm with an upward tendency. Prices quoted are for sack lots:

Nuts		
Tarragona almonds	0 16½	
Brazils	0 16½	
Sticly filberts	0 13	
Verzona peanuts	0 12	
Walnuts	0 12	
Pecans	0 17	
Shelled walnuts	0 36	
Valencia almonds	0 36	
Jordan almonds	0 48	
Pecans, almonds	0 59	

BRITISH COLUMBIA MARKETS

(By Wire.)

Vancouver, Dec. 16.—Increased activity in mining and lumbering is reflected in an improvement in the retail trade. Bigger shipments are being made this week to mining and lumbering towns than for some time.

Eggs, lard, and navel oranges are lower. Potatoes have advanced. New Zealand butter is off. The market changes are: Cheese, twins, 20¼ to 20½c; Stilton, 22¾c. Eggs, local and Vancouver Island, 48c. Lard, \$8.55, \$8.45, \$8.40 and \$10.90. Lyton beans 6½c; flour, best patent, \$6.90. Potatoes, \$14 to \$20. Sugar, standard \$7.65, yellow \$7. Dried apples are up to 12c; prunes are 8c lb.: raisins 9½c and figs 7½c. The usual holiday trade is developing.

Produce and Provisions—

Butter, creamery, per lb.	0 32	0 36
Cheese, per lb., large, 19½c; twins...	0 20½	0 20½
Cheese, Stilton, lb.	0 22½	
Eggs, local fresh	0 48	
Eggs, Vancouver Island	0 48	
Lard, 3's, per case	8 55	
Lard, 5's, per case	8 45	
Lard, 10's, case	8 49	
Lard, 20's, each	10 90	

General—

Almonds, shelled, lb.	0 42½	
Beans, Lyton, per lb.	0 06½	
Cream of tartar, lb.	0 55	
Beans, Lyton	0 06½	
Figs, 12-16 oz. pkgs., per box	0 91	
Figs, 50-60 oz. pkgs., per pkg.	2 25	
Cocoanut, lb.	0 18½	
Cornmeal, bbl.	3 00	
Flour, best patents, per bbl.	6 99	
Honey, 1-lb. 24 lbs.	4 50	
Lemons, box	4 00	
Potatoes, per ton	14 00	20 00
Rolled oats, bbl. of 8½ lbs.	2 80	
Onions, lb.	0 02	
Oranges, new navel, box	4 50	
Rice, 50's, sack	1 99	
Sugar, standard gran., per cwt.	7 65	
Sugar, yellow, per cwt.	7 00	
Walnuts, shelled, lb.	0 45	
Jams, glass jars, doz.	2 25	
Jams, 4-lb. tins, doz.	7 50	

Canned Goods—

Apples, gals., 6-case	1 62	
Beans, 2's	2 10	
Corn, standard, per 2 doz. case	2 15	
Peas, standard, per 2 doz. case	1 30	
Plums, Lombard, 2's, case	1 30	
Peaches, 2½'s, case	4 00	
Strawberries and raspberries, 2's, case	4 56	
Tomatoes, standard, per doz., case	2 30	

Salmon—

Sockeye, 1's, 4 doz. case	9 00	
Sockeye, ½'s, 8 doz. case	10 75	
Pinks, 1's, 4 doz. case	4 00	

Dried Fruits—

Apricots, per lb., 1½c; Apples, lb.	0 12	
Prunes, 70-80, 25's, lb.	0 08	
Currents, per lb.	0 12	
Raisins, seeded, lb.	0 09½	
Peaches, per lb.	0 06½	
White figs, per lb.	0 07½	

ALBERTA MARKETS (CALGARY)

(By Wire.)

Calgary, Dec. 16.—Best qualities of condensed milk up twenty-five cents case.

evaporated milk being hard to get in the city. Salt has advanced about ten cents per barrel. Merchants who bought nuts early can certainly make money. Prices on most kinds are advancing. Paper bags have advanced twenty per cent. All Christmas and holiday lines are now in keen demand. No. 1 Ontario cheese is firm at 20c. Some forecast that the price will reach 24c before receding.

General—

Beans, small white Japan, lb.	0 07½	
Flour, No. 1 patent, 98's	3 15	3 25
Molasses, extra fancy, gal.	0 67	
Rolled oats, ball	2 70	
Rolled oats, 80's	2 30	
Rice, Siam, cwt.	4 00	
Potatoes, local, per bush.	0 35	
Sugar, pure cane, granulated, cwt.	7 95	
Shelled walnuts, finest halves, lb.	0 40	
Shelled walnuts, broken, lb.	0 30	

Produce and Provisions—

Cheese, No. 1, Ontario, large, per lb.	0 20	
Butter, creamery, lb.	0 34	
Butter, No. 1, dairy, lb.	0 30	
Eggs, select, storage, case	10 00	
Lard, pure, 3's, per case	9 60	
Lard, pure, 5's, per case	9 55	
Bacon, smoked backs, per lb.	0 21	
Bacon, smoked bellies, per lb.	0 22½	

Canned Goods—

Tomatoes, 3's, standard, case	2 85	
Corn, 2's, standard, case	2 25	
Peas, 2's, standard, case	2 35	
Tomatoes, gals., case	2 10	
Apples, gals., Ontario, case	1 75	
Strawberries, 2's, Ontario, case	4 90	
Raspberries, 2's, Ontario, case	4 50	
Salmon, finest sockeye, talls, 48x1s, cs.	10 00	
Salmon, pink, talls, 48x1s, per case	4 50	
Lobster, ½'s, per doz.	2 65	

Dried Fruits—

Currents, lb.	0 15	
Evaporated apples, 50's, per lb.	0 11½	
Peaches, choice, 25's, per lb.	0 07½	
Apricots, choice, 25's, per lb.	0 10	
Pears, choice, 25's, per lb.	0 14	
Prunes, 90-130	0 07	
Sultana raisins, Cal., extra fancy	0 15	
Valencia raisins, Cal., lb.	0 10	

Fruits and Vegetables—

Apples, No. 1, box	1 75	2 00
Apples, cooking, box	1 00	1 25
Grapefruit, Cal.	3 50	
Grapefruit, Florida, case	5 00	
Oranges, navel, case	3 50	4 00
Onions, B.C., ton	32 00	
Lemons, case	5 00	
Peaches, 1 crate	0 90	1 00
Tomatoes, Cal., crate	2 00	

ALBERTA MARKETS (EDMONTON)

(By Wire.)

Edmonton, Dec. 16.—North country business is coming in well; conditions are generally good. Wholesalers are pleased with collections. California prunes have advanced two cents pound. Second shipment of shelled nuts has arrived and prices are slightly advanced over first carload. Second shipment of peels arrived on Tuesday with slight advance in price. There is a little flurry in flour but no change in sugar.

General—

Beans, Ashcroft, lb.	0 06½	
Beans, white navy, per bush.	4 20	
Bran, ton	18 00	
Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 35	0 45
Rolled oats, 20's, 80c; 40's	1 60	
Rolled oats, ball, \$2.30; 80's	1 75	
Flour, fancy patents, 98 lb. sack	3 15	
Flour, seconds	2 90	
Rice, Siam, per cwt.	4 05	
Sorgho, ton	20 00	
Sugar, standard gran., per cwt.	7 95	
Sugar, yellow, per cwt.	7 55	
Walnuts, shelled, lb.	0 38	

Produce and Provisions—

Cheese, lb.	0 18½	
Bacon, lb., 2c; bellies, lb.	0 20½	
Butter, creamery, per lb.	0 32	
Butter, dairy, No. 1, 2c; No. 2	0 22	
Eggs, extra, per doz.	0 40	
Eggs, No. 1	0 32	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	9 00	
Lard, pure, 5's, per case	9 85	
Lard, 10's, per case	9 75	
Lard, pure, 20's, each	3 25	

Canned Goods—

Corn, standard, per two dozen	2 25	
Peas, standard, 2 dozen	2 25	
Peas, standard, 2 dozen	2 20	

Plums, Lombard	2 25	
Peaches	3 50	
Strawberries, 4½'s; raspberries	4 00	
Tomatoes, standard, per 2 doz.	2 85	
Salmon, sockeye, 4 doz. talls, case, 1s	9 65	
Salmon, pink, case	4 14	
Colons, 1's, \$5.80; humpbacks, 1's	4 35	
Lobster	4 35	
Dried Fruits—		
Currents, per lb.	0 13	
Prunes, 70-80, 25's, lb.	0 09½	
Evaporated apples, 50's, lb., 10½c; 25's, 10½c; 35's	0 12	

SASKATCHEWAN MARKETS

Regina, Dec. 16.—A further advance of 20c has occurred in flour during the week ending December 11, and it is now quoted at \$3.40. Ontario white beans have gone up another 25c, and are selling at \$4.75 per bushel. The prevailing price of sugar at this point is \$7.74. Yellow sugar is quoted at \$7.34. Lard is lower at \$8.80 for 3's; \$8.75 for 5's; \$8.70 for 10's, and \$2.88 for 20's.

Many lines of Christmas stuff are almost off market. There is no peel at all. Most of the nuts have been delayed at New York, and some of the lines are not yet here. Currants are high. Prunes are quoted 9¼c for 70's to 80's. Celery is selling at 6½c. Other price changes are: New navel oranges, from \$4 to \$4.50; grapefruit, \$4 to \$4.50; gallon apples, case, \$1.80; walnuts, shelled, 45c; almonds, shelled, 43c; tomatoes, standard, \$2.60; cornmeal bbl, \$2.80; rice, per cwt., \$4; onions, 100 lbs., \$1.75; cocoanut, lb., 18c.

Business is brisk; in fact, wholesalers state they find it heavier for this time of year than they had anticipated. Retailers are experiencing a good trade revival, and all lines are moving well.

Produce and Provisions—

Butter, creamery, per lb.	0 38	
Butter, dairy, No. 1	0 27	
Cheese, per lb.	0 19½	0 19½
Eggs, new laid	0 45	
Eggs, fancy, storage	0 35	
Eggs, good, storage	0 30	
Lard, 3's, per case	8 80	
Lard, 5's, per case	8 75	
Lard, 10's, per case	8 70	
Lard, 20's, per case	2 88	

General—

Beans, Ontario, white, per bush.	4 75	
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 50	0 60
Cocoanut, lb.	0 18	
Cornmeal, bbl.	2 80	
Apricots, per lb.	0 12	
Flour, 98's	3 40	
Rolled oats, 80's	2 20	
Rice, per cwt.	4 00	
Onions, 100 lbs.	1 75	
Sugar, standard, gran., per cwt.	7 74	
Sugar, yellow, per cwt.	7 34	
Walnuts, shelled, 45c; almonds	0 43	

Canned Goods—

Apples, gals., case	1 80	
Beans	2 25	
Corn, standard, per 2 dozen	2 00	
Peas, standard, per 2 dozen	2 40	
Plums, Lombard	2 10	
Peaches	3 10	
Raspberries, 4½'s; Strawberries	4 75	
Tomatoes, standard, per case	2 00	

Salmon—

Sockeye, 1's, 4 dozen case	9 55	
Sockeye, ½'s, 8 dozen case	12 35	
Conoes, 1's	6 00	
Humpbacks, 1's	4 60	

Fruits and Vegetables—

Apples, Washington, bbl.	1 75	
Celery	0 05½	
Cranberries, per bbl.	10 50	
Grapefruit, case	4 50	
Lemons	5 00	
Navels	4 00	
Potatoes, bushel	0 60	0 65

NEW BRUNSWICK MARKETS

(By Wire.)

St. John, Dec. 16.—There is only one change of importance in markets this week, and that was in rolled oats. Trade conditions are satisfactory and Christmas business brisk in fruits; also a big

demand for nuts but stocks, particularly of walnuts, are none too plentiful. Currents are firm. Rolled oats advanced to \$6.25 per bbl., and higher flour quotations are expected. Potatoes are firm with stocks fair. There is believed to be considerable held by farmers through province anticipating advanced market. Poultry is expected to hold firm in price for Christmas trade though there will likely be plenty for the market. Thus far it has only been fairly supplied—so that there should be good quantity for the holidays. Eggs are stronger with fresh very scarce.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 91	3 35
Pork, American clear, per bbl.	26 00	28 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laid, per doz.	0 54	0 56
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 13	0 13 1/4
Lard, pure, per lb.	0 15	0 15 1/4
Cheese, new	0 18	0 19

Flour and Cereals—

Cornmeal, gran.	5 75	5 75
Cornmeal, ordinary	1 75	1 75
Flour, Manitoba, per bbl.	7 25	7 25
Flour, Ontario	6 80	6 80
Flour, buckwheat, western, 98 lb. bag	3 50	3 50
Rolls oats, per bbl.	6 25	6 25
Fresh Fruits and Vegetables—		
Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	4 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 35

Sugar—

Standard granulated	6 70	6 75
United Empire	6 60	6 65
Bright yellow	6 50	6 55
No. 1 yellow	6 30	6 35
Paris lump	7 75	7 75
Lemons, Messina, box	4 50	4 50
Beans, hand-picked, bush	4 40	4 50
Beans, yellow eyes, per bush	4 50	4 60
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 53	0 54
Cream of tartar, per lb., bulk	0 50	0 55
Currants	0 12	0 13
Rice, per cwt.	4 60	4 70

BROOM PRICES ADVANCING

Broom prices are likely to go up again. A couple of weeks ago an advance of from 25 to 50 cents per doz. was referred to but the situation with regard to broom corn in the United States—the source of our supplies—is such that a further rise seems inevitable. It is forecast by some manufacturers that this will at least be another 50c per dozen in next few months.

Our broom corn comes chiefly from the States of Oklahoma, Kansas and Illinois. The heavy rains during the season this year damaged the crop so badly that there is comparatively little good corn to be had.

Into the bargain, dyes which are used in manufacturing brooms have increased greatly; in fact, broom corn dye is out of the question entirely. Wire has gone up on account of demand for steel, around 25 per cent., and twine has also advanced. In view of these conditions, further advances in brooms seem inevitable. The next crop is a long way distant—October and November of 1916.

Since the beginning of the war, bristles for the manufacture of paint and other brushes have risen considerably in price, the extra war tax duty of 7½ per cent. being partly responsible. Bristles come

Sugar Crops of the World

This interesting table on the sugar crops of the world is worth filing by those who follow the sugar situation. The figures are from *Willett & Gray's Journal* and include local consumption of home production wherever known.

	Harvesting Period	1915-16 Tons	1914-15 Tons	1913-14 Tons
United States—Louisiana	Oct.-Jan.	200,000	216,696	261,337
Texas	Oct.-Jan.	3,000	3,000	1,000
Porto Rico	Jan.-June	350,000	315,000	325,000
Hawaiian Islands	Nov.-July	575,000	565,000	500,925
Cuba, crop	Dec.-June	3,000,000	2,592,667	2,591,132
British West Indies—Trinidad, exports	Jan.-June	55,000	45,000	11,251
Barbadoes, exports	Jan.-June	40,000	30,000	33,267
Jamaica, exports	Jan.-June	15,000	15,000	15,583
Other British West Indies	Jan.-June	30,000	24,000	24,000
French W. Indies—Martinique, exports	Jan.-July	40,000	40,000	38,730
Guadeloupe	Jan.-July	40,000	40,000	39,920
Danish West Indies—St. Croix, crop	Jan.-June	11,000	4,500	5,500
San Domingo, exports	Jan.-June	120,000	108,267	105,778
Mexico, crop	Dec.-June	75,000	110,000	130,000
Central America	Jan.-June	30,000	22,000	22,000
South Amer.—Demerara, exports	Oct.-Dec. & May-June	110,000	106,145	101,725
Surinam, crop	Oct.-Jan.	13,000	12,000	14,000
Venezuela	Oct.-Dec.	10,000	3,000	3,000
Peru, exports	Oct.-Feb.	200,000	175,000	176,611
Argentine, crop	June-Oct.	175,000	330,001	280,319
Brazil, crop	Oct.-Feb.	194,000	240,000	203,394
Total in America		5,286,000	4,997,776	4,983,432
British India—Crop (consumed locally)	Dec.-May	2,400,000	2,367,200	2,291,500
Java, exports	May-Nov.	1,275,000	1,303,045	1,345,230
Formosa and Japan crops	Nov.-June	375,000	262,000	204,000
Philippine Islands, exports	Nov.-June	300,000	243,000	225,000
Total in Asia		4,350,000	4,175,245	4,065,730
Australia	June-Nov.	150,000	240,000	255,000
Fiji Islands, exports	June-Nov.	90,000	102,000	100,000
Total in Australia and Polynesia		240,000	342,000	355,000
Egypt, crop (consumed locally)	Jan.-June	110,000	75,738	69,368
Mauritius, crop	Aug.-Jan.	210,000	277,000	219,800
Reunion, crop	Aug.-Jan.	40,000	40,000	37,000
Mal, crop	May-Oct.	95,000	91,619	85,714
Mozambique, crop	May-Oct.	50,000	40,000	34,000
Total in Africa		505,000	524,357	475,882
Europe—Spain	Dec.-June	5,000	7,376	13,231
Total cane sugar crops		10,386,000	10,046,754	9,893,275
Europe—Beet sugar crops	Sep.-Jan.	5,370,000	7,608,188	8,243,165
United States—Beet sugar crops	July-Jan.	750,000	646,257	655,298
Canada—Beet sugar crop	Oct.-Dec.	16,000	12,502	10,007
Grand Total Cane and Beet sugar	Tons	16,722,000	18,313,701	18,801,745
Estimated decrease in world's production	Tons	1,591,701		

chiefly from Russia, China and France. Germany used to export some, but none since commencement of the war. The brush situation is, therefore, firm but not to same extent as the broom.

Fibre is also high in price. One of the chief sources of this is Mexico, which accounts for the reason. Other sources are India and Brazil.

RETAILERS VERSUS HOUSEHOLD LEAGUE

(Continued from page 27.)

large quantities, and sold again to members at approximately small prices. Well and good. But were the goods delivered to the consumer? Were they delivered in the same manner as to the Mrs. S. referred to above. Did the members take from 3 to 6 months to pay for goods? Did they install show cases, cash registers, computing scales, ice chest, etc.? I am not defending the grocer, as he cannot remedy this state of affairs.

But, if Mrs. Pres. and members of the H. H. League or anybody else will write out a list of their requirements for one week, call at grocers, pay for goods spot cash, and send team to deliver goods, they can have them at nearly cost.

Trusting, dear Editor, that you will give this letter the same prominence the H. H. League topic gets, and thanking you for space,

JOSEPH WOODS,
Dillon Bros.

Editorial Note.—It wouldn't be a bad idea to have a similar letter to this in every town and city newspaper in Canada. There are a good many people who would change their ways if they read it—but, of course, there are many on whom it would never "turn a hair." It should, too, be remembered that anyone can cut down the cost of goods if he gives no service and pays no attention to appearances. But even he, sooner or later, goes out of business.



FRUIT AND VEGETABLES



Oranges Are Getting Cheaper

Floridas and Navels Both Lower This Week—B.C. Potatoes of Good Quality Arriving—Apples Good Sellers—Fruit Market Experiencing Christmas Preparatory Trade

MONTREAL

GREEN FRUITS.—Conditions are generally quiet in apple market. It is not expected that there will be much trade in this department until after holiday season as attention is being largely directed to other lines. Apple prices are unchanged from last week. As regards fancy fruits there has been a considerable improvement in demand with the approach of Christmas and this seems to have been accentuated this week by the more wintry weather.

Apples—	
Fameuse, No. 1's	6 00
Wealthy, No. 1's	4 50
Calvert	4 00
McIntosh Reds	5 50
Starks	4 00
Spys	6 50
Ben Davis	4 00
Russels	4 50
Greenings	6 20
Baldwins	6 00
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	9 00
Cranberries, Nova Scotia, bbl.	7 00
Grapefruit, 46-54-64-80-96	4 50
Grapes, Tokay, crate, 4 baskets	2 75
Grapes, Emperor, bbl.	5 00
Grapes, Malaga, heavy weight, bbl.	7 00
Lemons—	
Verdellis	3 00
Malaga, 420 size	4 00
Messina, 300 size, box	3 50
Oranges—	
Valencias, Cal., late 126-250	5 00
Navels	6 00
Jamaica, 196-200-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	4 00
Pears, bbl.	4 00

VEGETABLES.—There has been further easiness developed in market for hothouse tomatoes. Montreal grown are at 20c as a week ago, but Bostons have come down and the present range is given as 20c to 25c. Sweet potatoes are still being quoted at \$1.75, which is an exceptionally low price for sweet potatoes at this time of the year; the figure is usually nearer \$2.50. The open fall has perhaps been responsible for this giving an opportunity for transportation by freight instead of express. With the arrival of cold weather it is expected that they will advance, and reach \$2 before end of the week. Montreal potatoes by the bag are somewhat firmer and the top figure has been advanced 5c to \$1.25. Prices on mushrooms are stronger and the present range is \$2 to \$2.50.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	4 50
Beans, green, N.Y., per basket	1 50
Brussels sprouts, qt.	0 12½
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, doz.	0 40
Carrots, bag	0 30

Carliflowe, Canadian, doz.	1 00	1 50
Celery, Cal., crate	7 00	7 00
Celery, Montreal, doz.	0 50	0 75
Celery, N.Y., crate	6 00	6 00
Celery roots, doz.	0 50	0 50
Cucumbers, fancy, Boston, doz.	1 50	2 00
Egg plant, N.Y., doz.	2 00	2 50
Leeks, bunch	0 10	0 12½
Head lettuce, Boston, box	2 25	2 25
Curly lettuce, box	1 75	2 00
Mint, doz.	0 30	0 30
Mushrooms, 4 lb. basket	2 00	2 50

Onions—		
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	0 15
Peppers, basket	0 75
Potatoes—		
Montreal, 80 lbs., bag	1 15
New Brunswick, 80 lbs., bag	1 50
Sweet, hamper	1 75
Spinach, Canadian, box	1 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 20
Pumpkins, doz.	1 00
Squash, doz.	0 50
Watercress, Canadian, doz.	0 30

TORONTO

FRUIT.—Navel oranges are a trifle cheaper, though firm enough at existing levels. There is a big demand, and it is said that price will stiffen a little as Christmas draws nearer. Ontario boxed apples are being shipped in large quantities, and sell all the way from \$1 to \$2.25. British Columbia stuff is getting promising trade, too. Kelfer pears are on the market, a few of them; six quart boxes sell around 30 cents; 11-qts. for 50 and 60. A car of Royal Crest Navels arrived here this week, and sold rapidly for \$4 a case.

Spies are now up as high as \$6. Cranberries dropped fifty cents, which is just as well, in view of fact that we want to have them with our turkey. Pomegranates are about a dollar easier; they are not an easy seller, anyway. Florida oranges are also lower; oranges generally have an easier tone. Supplies are better, though demand keeps right up. Pineapples are about twenty-five cents easier; they are slow at present. Business all round is good, and speeding as Christmas begins to infect people.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	6 00
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 50
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 50
Apples, B.C., bbl.	2 25	2 60
Bananas, per bunch	1 50	1 80
Citron, dozen	0 40	0 40
Cranberries, bbl.	7 00	9 00
Figs, 10-lb. box	1 35	1 40
Grapefruit—		
Florida, case	3 50	4 00
Porto Rico, case	3 25	3 50
Grapes, Malaga, keg	6 00	8 50
Grapes, Empero, keg	2 40	3 00

Melons, Casabe, case	3 75	4 00
Oranges—		
California, Valencias	5 00	5 25
Florida, case	2 75	3 00
Navels	3 25	4 00
Lemons, new, Calif., box	3 50	4 50
Lemons, new, Messina, box	3 50	3 75
Limes, per 100	1 50	1 50
Pears—		
Canadian, box	2 75	3 00
Pineapples, Porto Rico	3 50	3 75
Pomegranates, case	2 75	3 00

VEGETABLES.—A couple of earloads of potatoes from British Columbia arrived this week, and they sold pretty quickly at \$1.50 a bag. They are certainly good quality potatoes. Potatoes generally are firm enough, but not higher. Demand is heavy. Parsnips are selling more readily this week, and we quote 75 to 80 cents. Peppers are 65 to 70, with a poor demand. Cucumbers find little trade right now; and we have decreased our price by fifty cents. They are slow. Mushrooms, too, are easier; there is little indication to buy. General business is not brisk; attention is concentrated on the other wing of the market; the fruit end these days.

Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, doz.	0 30	0 40
Beets, Canadian, bag	0 50	0 60
Cabbage, new, doz.	0 30	0 40
Cauliflower, bbl.	3 50	4 00
Carrots, new, bag	0 60	0 75
Celery, doz.	0 15	0 30
Celery, Theford, case	3 50	4 00
Celery, Cal., case	5 50	6 00
Cucumbers—		
Hothouse, doz.	1 80	2 00
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, small case	2 60	2 75
Lettuce, Boston, hamper	4 25	4 50
Mushrooms, imported, 6 qt.	2 50	3 00
Parsnips, bag	0 75	0 80
Peppers, green, doz.	0 65	0 70
Potatoes, Ontario, new, bag	1 35	1 40
Potatoes, N.B., Delawares	1 50	1 60
Parsnips, bag	0 80	0 85
Potatoes, sweet, kiln-dried, hamper	1 30	1 35
Potatoes, B.C., 140-lb.	1 50	1 50
Sprouts, qt.	0 10	0 15
Tomatoes, hothouse, lb.	1 18	0 25

WINNIPEG

FRUITS AND VEGETABLES.—Navel oranges are now on the market, taking the place of Valencias, and are worth \$4.50 per case. Japanese oranges are scarce and supplies have not been equal to the demand. There is good demand for all lines of fruits from country points and city trade is fair.

Fresh Fruits—		
Ontario apples, bbls.	5 00	7 00
B.C. box apples, No. 1s	2 25	2 40
B.C. box apples, No. 2s	2 10	2 20
Washington box apples	1 50	1 60
Navel oranges, case	4 50	4 50
California lemons	5 50	5 50
Bananas, bunches	2 50	3 50

(Continued on page 40.)

High Prices for Turkey

That is What it Looks Like, as Usual—Farmers Not Delivering to Toronto Market—Better State of Affairs in Montreal—Cheese Firm and High—No Change in Butter.

MONTREAL

PROVISIONS.—The market for live hogs is 20c lower than last week. However, there is no change in cured meats. The market for all lines of pork products is generally firm and the demand is exceptionally good.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 29	
Peameal	0 29	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		
Heavy short cut mess	27 00	Per bbl.
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14½	
Tubs, 50 lbs. net	0 15½	
Boxes, 50 lbs. net	0 14½	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15½	
Cases, 10 lbs. tins, 60 in case	0 16½	
Cases, 3 and 5-lb. tins, 60 in case	0 16½	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs. net	0 12	
Tubs, 50 lbs. net	0 12½	
Boxes, 50 lbs. net	0 12½	
Pails, wood, 20 lbs. net	0 12½	
Pails, tin, 20 lbs. net	0 12½	
Cases, 10-lb. tins, 60 in case	0 13½	
Cases, 3 and 5-lb. tins, 60 in case	0 13½	
Bricks, 1 lb., each	0 14½	
Hogs—		
Dressed, abattoir killed	13 00	13 25

BUTTER.—The market is higher, there being an advance of 1c on creamery products. There has been some out of town inquiry and the local trade is considerably better. The receipts of fresh roll butter are fairly satisfactory and meeting with ready sale.

Butter—		
Finest creamery, September make	0 35	
Finest creamery, fresh made	0 33½	
Dairy prints	0 28	
Dairy, solids	0 27	
Separator prints	0 26	
Bakers	0 23	

CHEESE.—Prices being quoted are higher than last week and in the opinion of leading dealers it is unlikely that there will be lower figures again for some time. Stocks held in Montreal are not large and the export demand is exceptionally good.

Cheese—		
Old make	0 22	
Stilton	0 21	
New make	0 19	0 20

EGGS.—Prices are unchanged from last week. Owing to the more wintery weather the demand is improving and with a considerable inquiry for export the market is in a very healthy condition. New-laid eggs are very scarce and will probably be so for two or three weeks yet.

Eggs, case lots—		
New laid, stamped	0 60	
Selects	0 33	
No. 1's	0 30	
No. 2's	0 28	

POULTRY.—The deliveries of dressed poultry have recently been equal to expectations and it is confidently expected that there will be ample supplies for Christmas and New Year's trade. The fairs in the country are over and consequently there will be more poultry for centres such as Montreal. The weather is favorable to handling dressed supplies, and a good holiday demand is expected.

The turkey market has shown an advance under the demand of American buyers; quotations are about 2c higher all round fresh stock 23c to 25c and live stock 19c to 20c. Indications are that turkeys will continue high throughout the Christmas trade. Fresh ducks have been scarce and the quotation has been firm at 20c. There is a fair amount of geese but, owing to the high price of turkeys, quotations are slightly advanced, the figures being from 15c to 20c for fresh stock.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 25	0 30
Fresh stock—		
Turkeys	0 23	0 25
Fowl, large	0 17	0 19
Fowl, small	0 10	0 12
Ducks	0 18	0 20
Geese	0 19	0 20
Roasting chicken, milkfed, 4 lbs. or over	0 21	0 23
Roasting chicken, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 76	1 00
Squabs, Canadian, pair	0 40	0 40
Squabs, Philadelphia, pair	0 70	0 70
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 10	0 12
Turkeys	0 19	0 20
Ducks	0 18	0 16
Geese	0 14	0 14
Chicken	0 13	0 14

HONEY.—The market remains unchanged so far as quotations are concerned. Considerable quantities are still being held in the country, and

sales are netting the holders a good price.

Honey—		
Buckwheat, tins	0 07	
Strained clover, 60-lb. tins	0 10½	
Strained clover, in 10-lb. tins	0 11	
Strained clover, in 5-lb. tins	0 11½	
Comb honey, No. 1, doz.	3 00	
Comb honey, No. 2, doz.	2 40	

Receipts in Montreal

	Butter.	Cheese.	Eggs.
	Boxes	Boxes	Cases
Week ending Dec. 11, 1915	2,758	10,015	8,057
Week ending Dec. 12, 1914	1,718	2,934	564

TORONTO

PROVISIONS.—All bacons and backs find good, steady business, but there is a slightly easier tone apparent to pork products generally. Lard prices are a shade easier. We have not altered our levels, as they were none too high, anyway. Hams are firmer, probably on Christmas demand.

Hams—		
Light, per lb.	0 19	0 20
Medium, per lb.	0 18½	0 19
Large, per lb.	0 15	0 15½
Backs—		
Plain	0 24	0 25
Boneless, per lb.	0 27	0 28
Pea meal, per lb.	0 27	0 28
Bacon—		
Breakfast, per lb.	0 21	0 24
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 15	0 16
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 16	0 16½
Long clear bacon, small lots	0 16½	0 16½
Flat backs, lb.	0 14	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 60 lbs.	0 14	0 14½
Pails	0 14½	0 14½
Tins, 3 and 5 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 14½	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 60 lbs., per lb.	0 13½	0 13
Pails, 20 lbs., per lb.	0 13	0 13½
Hogs—		
Dressed, abattoir killed	14 00	14 25

BUTTER.—There is no change to report. Butter prices have settled down pretty well now, and have fluctuated little for three or four weeks. Dairy, as we hinted last week, is somewhat easier. The butter market has little feature these days.

Butter—		
Creamery prints, fresh made	0 33	0 34
Dairy prints, choice, lb.	0 29	0 31
Dairy prints, lb.	0 26	0 28
Bakers	0 22	0 23

CHEESE.—Prices are firmer, and if anything, a trifle higher. Boards are all

higher. Large is now worth 18½ to 19c. Exporting is the main reason still, as it has been for some months now. There is no talk here of lower levels, either. If anything, it is said prices will be stiffer, and certainly not lighter.

Cheese—
Large, per lb. 0 18½ 0 19
Twins, per lb. 0 18½ 0 19½

EGGS.—New-laid show no change in price; 45c to 50c is the range. The storage situation is fairly firm; there is no reason, at present, to expect higher levels. Consumption is being taken care of. We may have higher prices ultimately before the producing time comes round again. The American market is in good shape, however, and Canada is getting supplies there to substitute for those exported to Europe. Withdrawals, on the other hand, from storage stocks in the States continue to be larger than this time last year, and this is taken, in some quarters, to infer a firmness and an advance.

Eggs—
New-laid, specials, in cartons 0 45 0 50
Extras 0 33 0 35
No. 1, storage 0 30 0 31
No. 2, storage 0 25 0 26

POULTRY.—It's the same old story. A couple of weeks from Christmas and the farmers start to hold back on the turkeys. Deliveries are very, very light. One man expected a thousand and got fifty, and that seems to be about the ratio. Prices, in consequence, have soared. We quote dressed stuff at 26 to 27 cents, and old toms at 23 to 24c, both of which are material advances over last week's levels. The supposition is that the farmers are holding back for a favorable selling time, and will then get—so they imagine—what they want. One hears that there are really lots of turkeys about, but they are not coming into market.

Poultry—
Live. Dressed.
Old fowl, pound 0 08-0 10 0 13-0 15
Spring broilers 0 15-0 16 0 18-0 20
Old turkeys 0 12 0 13 0 23-0 24
Ducklings 0 09-0 10 0 17-0 18
Turkeys 0 15-0 16 0 26-0 27
Chickens 0 10-0 12 0 15-0 18

HONEY.—There is no change. The customary business goes forward and prices are the same as last week.

Buckwheat, tins 0 08
Strained, clover, 50-lb. tins 0 11 0 12
Strained clover, in 10-lb. tins 0 12 0 12½
Strained clover, in 5-lb. tins 0 12½ 0 13
Comb honey, No. 1, doz. 3 00
Comb honey, No. 2, doz. 2 40

WINNIPEG

PRODUCE AND PROVISIONS.

Best lines of creamery butter are up 1c per lb. Good dairy butter is in demand and very firm. Eggs are unchanged. Smoked meats, lard, etc., are steady but should decline with the hog market. Mess pork is now quoted at \$23 per barrel. There is a good demand for cheese from country points.

Hams—
Light, per lb. 0 18
Medium, per lb. 0 17
Large, per lb. 0 14 0 15
Bacon, clear, per lb. 0 21 0 23
Bacon—
Breakfast, per lb. 0 18 0 22
Shoulders, per lb. 0 12 0 13

Dry Salt Meats—
Long clear bacon, light 0 19
Cooked Meats—
Hams, boiled, per lb. 0 26 0 27
Shoulders, boiled, per lb. 0 22 0 23
Barrelled Pork—
Heavy pork, per bbl. 23 00
Lard—
Tierces 0 13½
Pails 2 87
Cases, 58 8 77
Cases, 38 8 85
BUTTER.

Butter—
Creamery 0 33 0 35
Best dairy 0 25 0 28
Cooking 0 12 0 15
EGGS.
Eggs—
No. 1 storage 0 26 0 28
Straight receipts 0 30 0 35
CHEESE.
Cheese—
New, large 0 18
New, twins 0 16½

Heavy Call for Canadian Produce

Export Season Through Montreal Port One of Biggest in Years—More Butter, Eggs and Cheese go to Mother Country.

THE export season from Canada through Montreal, which closed on November 27, was one of the best for a number of years as regards dairy products. And not only was there an increase shown of 369,193 boxes of cheese and 47,195 packages of butter, but there was an increase also of 167,275 cases of eggs. The improvement in the cheese business was 25 per cent., in butter 646 per cent., and in eggs 148 per cent. Another favorable feature was the increase shown in the Montreal receipts, cheese being 430,969 boxes higher, butter 9,322 packages higher and eggs 145,416 cases higher. Receipts of cheese were 1,937,158 boxes and exports 1,851,731 boxes; butter 375,087 packages and exports 54,495 packages; eggs receipts 492,578 cases and exports 279,897 cases.

The improvement in the export business which was very largely in cheese, can be traced to the substantial orders which were placed for the British War Office. The increased demand for butter and eggs can also probably be traced to the war influence on the foreign markets.

In addition to the increased volume of business a very favorable feature of the season's business has been that the prices have been materially higher. The average price paid for cheese throughout the country was 15c a pound against 13½c last year. On this basis the value of the cheese exported was \$22,806,000, an increase of \$4,313,000. The value of butter was \$897,815, an increase of \$782,000.

The New York export figures for the season ending Nov. 30 included: cheese, 26,599,063 pounds, as compared with 1,864,000 pounds in the previous year, and butter 7,190,331 pounds as compared with 2,927,000 pounds.

The following summary is from the Montreal Gazette:

CHEESE EXPORTS VIA MONTREAL.

Season 1915.				
To	Local	Through	Total 1915	Season 1914
Liverpool	245,891	90,358	336,249	317,180
London	794,496	162,409	956,905	775,584
Bristol	250,918	22,196	273,114	228,814
Glasgow	74,526	46,223	120,749	41,105
Manchester	93,622	4,677	98,299	38,569
Leith	30,818	9,552	40,370	34,903
Newcastle	3,732	678	4,410	18,532
Hull	5,220	2,531	7,751	10,905

Belfast	2,075	8,045	10,120	4,144
Dublin	250	250	500	5,153
Dundee				1,990
Cardiff				83
Sunderland				1,233
Trieste				200
Malta				100
Antwerp				280
S. Africa	230	9,284	3,514	3,757

Totals 1,591,528 350,203 1,851,731 1,482,538
CHEESE EXPORTS VIA QUEBEC.

Season 1915.
To Local Through Total 1914
Nil Nil Nil Nil 10,042

BUTTER EXPORTS FROM MONTREAL.

Season 1915.				
To	Local	Through	Total	Season 1914
Liverpool	2,169	5,888	8,057	65
London	14,926	11,240	26,166	1,050
Bristol	7,654	562	8,216	6,185
Glasgow	5,510	394	5,904	
Leith	15		15	
S. Africa	2,251	3,886	6,137	

Totals 32,525 21,970 54,495 7,300
EGG EXPORTS FROM MONTREAL.

Season 1915.				
To	Local	Through	Total 1915	Season 1914
Liverpool	77,705		77,705	35,576
London	50,338		50,338	28,591
Bristol	7,711		7,711	4,024
Glasgow	131,972		131,972	41,055
Manchester	11,953		11,953	3,358
Leith	700		700	

RECEIPTS SEASON 1915.

From May 1, 1915, to November 27, 1915:				
	Cheese Boxes	Butter Pkgs.	Eggs Cases	
From May 1, 1915, to Nov. 27, 1915	1,937,158	375,087	492,578	
From May 1, 1914, to Nov. 28, 1914	1,506,189	365,765	347,162	

FRUIT AND VEGETABLES

(Continued from page 38.)

Cape Cod cranberries, bbl.	10 50
Jersey cranberries, bbl.	11 00
Washington pears	3 00
Danion pears	3 50
Malaga grapes, kegs	7 50
Valencia onions, cases	6 50
Sack onions, 100 lbs.	2 00
Red Globe onions, lb.	0 02½
Head lettuce, doz.	1 00
R.C. celery, lb.	0 05
California tomatoes, 30 lbs.	2 25

VEGETABLES.

Cabbage, per lb.	0 01
Peppers, per basket	0 75
Mushrooms	0 50
Carrots, per lb.	0 01
Turnips, bushel	0 45
Manitoba potatoes, local loads	0 65
Manitoba potatoes, sacked, carloads	0 63
Garlic, per lb.	0 25
Squash, per lb.	0 04
Turnips, bushel	0 45
Pumpkins, per lb.	0 04
California head lettuce, case	4 00
California cauliflower, doz.	2 50

The British Columbia Packers' Association is considering the erection of a cannery at Alert Bay, B.C., at an estimated cost of \$20,000. The work will probably start about the beginning of next year.



FISH AND OYSTERS



Haddock and Cod Still Scarce

Haddie, Too, is Difficult to Get in Eastern Market — Good Sales Result From Advent in Montreal—Poorer Business in Toronto—Native Shell Oysters Becoming Scarcer.

MONTREAL

FISH.—Seasonable weather and five days of Advent this week have stimulated the trade to a considerable extent. Quite a good volume of orders have been shipped all over the country, and the prospects are for a much larger turnover from now until Christmas. The only scarcity apparent now is in the supply of fresh haddock and finnan haddies. The catches of these varieties have been very poor of late, and the change in demand has had the effect of considerably reducing the stocks of frozen. The movement in all kinds of pickled and prepared fish has slowed down, the only demand being for assortment. The pickled herring are not over-plentiful, and when the demand is resumed there can be little doubt but that the price will make an advance. Arrivals of frozen smelts and tomcods are expected daily. The bulk and shell oyster trade is keeping up, and the prospects are for a large turnover for the holiday period. The supply of native shell oysters is pretty well reduced, and the outlook is that it will be exhausted this season a good deal earlier than last. Already the trade has made arrangements for imports from the United States. Generally with the approach of holidays bulk oysters advance in price, but it is expected this year that it will keep about the same level throughout the season. Lobsters are a little easier in price and arrivals larger.

TORONTO

FISH AND OYSTERS.—Though Advent is now with us, the fish trade does not appear to be benefiting to any material extent. This is somewhat strange. There has been a growing feeling of late years in favor of observance of this festival. Anyway, festival or no, the consumption of fish about this time is steady and large. Business, however, this year is slower, and fish men report hand-to-mouth business just at present. Lobsters are hard to get, and are selling at nearly prohibitive prices; so much so, indeed, that some are not bringing any in. The public will pay a certain amount

for lobster, but they will not go higher. Apparently some retailers are finding the same thing. A prominent dealer here, who has a very high-class trade, is not bothering to handle lobster at present. The scarcity of haddock and cod is still very marked, bad weather continuing to be a reason. There is no further advance in price since last week, but levels are very firm. Smelts are enjoying fair business. Frozen lake trout is much in demand.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09
Herring, Ciscos, baskets	1.25	1.50
St. John bloaters, 100 in box	1.10	.25
St. John bloaters, per box	1.00	1.60
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipper herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Caspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.10½
Red Cohoes or silvers, per lb.	.09-.09½	.12
Pale qualla, dressed, per lb.	.07½-.08	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.08½-.09	.12
Haddock, medium and large, lb.	.04½-.05	.08
Market codfish, per lb.	.04	.04
Steak codfish, per lb.	.06-.06½	.10
Canadian soles, per lb.	.06	.10
Blue fish, per lb.	.15-.16	.20
Smelts	.11	.12
Smelts, extras	.15
Herrings, per 100 count	2.50-3.00	3.00
Round pike	.08
Grass pike	.07½
Swordfish, lb.	.10

DRIED AND PREPARED FISH.

Dried Haddock	6.00	6.60
Dried codfish, medium and small, 100 lbs.	7.00	7.60
Dried hake, medium and large, 100 lb.	6.00	6.00
Dried pollock, medium and large, 100 lb.	6.00	5.00
Dressed or skinless codfish, 100-lb. case.	6.50	8.00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0.08	6.10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0.07	0.07
Boneless codfish, strips, 20-lb. boxes	0.11	0.12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0.15	0.15
Boneless codfish, in 2-lb. and 3-lb. boxes	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15	0.15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1.75	1.75
Standard, bulk, gal.	1.50	1.75
Selects, per gal., solid meat	2.00	2.25
Best clams, imp. gallon	1.50
Best scallops, imp. gallon	2.00	3.50
Best prawns, imp. gallon	2.25
Best shrimps, imp. gallon	2.00
Sealed, best standards, pt. cans, each.	0.40	0.40
Sealed, best select, quart cans, each.	0.50	0.75

CLAMS, MUSSELS AND SUELL FISH.

Cape Cod shell oysters, per lb.	9.00	1.50
Canadian cultivated oysters, bbl.	10.00	10.00
Clams, per bbl.	7.00	8.00
Malpeque, ordinary, bbl.	9.00	9.00
Live lobsters, medium and large, lb.	0.32	0.55
Little necks, per 100	1.25	1.50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 —13	12 —14
Haddock, fancy, express, lb.	6 —6½	8

Mackerel, medium, each	14 —15
Steak cod, fancy, express, lb.	5½ —6	6 —10
Herrings, each	3	3
Flounders	5	9
Flounders, New York	12
Salmon, Western	15 —16	20 —22
Salmon, Eastern	15 —16	..

FRESH LAKE FISH.

Carpi, lb.	0.11
Pike, lb.	0.06	0.06
Perch, lb.	0.06	0.07
Suckers, lb.	0.05	0.03
Whitefish, lb.	0.12	0.14
Herrings, per 100	3.00	3.00
Lake trout	0.10	0.12
Dressed bullheads	0.12
Eels, lb.	0.08	0.18
Dore	11-12	0.12

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09½	.09-.10
Whitefish, small, tulibees	.07-.07½	.06
Lake trout, large and medium, lb.	.08½-.09	.09-.13
Dore, dressed and headless, lb.	.06½-.07	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20.00
Salmon, Labrador, bbls., 200 lbs.	14.00
Salmon, Labrador, half bbls., 100 lbs.	7.00
Salmon, B.C., bbls.	12.00	14.00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12.00
Sea trout, Labrador, bbls., 200 lbs.	12.00
Sea trout, Labrador, half bbls., 200 lbs.	6.50	6.50
Mackerel, N.S., bbls., 200 lbs.	18.00
Mackerel, N.S., half bbls., 100 lbs.	10.00
Mackerel, N.S., pails, 20 lbs.	2.50	2.00
Herrings, Labrador, bbls.	3.25	3.50
Herrings, Labrador, half bbls.	3.25	3.50
Lake trout, 100-lb. kegs	6.00	6.00
Quebec sardines, bbls.	6.00
Quebec sardines, half bbls.	3.50
Tongues and sound, per lb.	0.07½
Scotch herrings, imported, half bbls.	9.00
Holland herrings, im'td makers, 40 bbls.	8.50
Holland herrings, im'td makers, kegs	1.25	85-100
Holland herrings, mixed, half bbls.	8.50
Holland herrings, mixed, kegs	1.15	70-95
Lochfyne herrings, box	1.50
Turbot, bbl.	12.00
Green cod, No. 1, bbl.	9.00	10.00
Green cod, No. 2, bbls.	7.50	8.50

WINNIPEG

FISH AND POULTRY.—The fish market remains almost unchanged. The supply is quite equal to the demand.

In poultry generally there is little change to note, but turkeys are scarce so far. Largely owing to the wet, cold weather of the spring, turkey raising in Manitoba this last season was not very successful, and those that are offering are largely of a poor quality.

Fish—

Frozen salmon	6.10
Fresh halibut	0.10
Pickled	0.07½
Steak cod, per lb.	0.07½
Lake Winnipeg whitefish	0.09
Finnan haddie	0.09
Kippers, per box	1.75
Lake trout, per lb.	0.10
Bloaters, per box	1.50
Salt mackerel, 20-lb. kit	2.75
Smoked golfeves, doz.	0.50
Oysters, per gal.	2.50
Oysters, 3-gal. fins	2.75
Oysters, on shell, doz.	0.25

Poultry, Live—

Fowl	0.10
Roasters	0.08
Chickens	0.13
Turkeys	0.14
Ducks	0.11
Ducklings	0.12
Geese	0.10



FLOUR AND CEREALS



Heavy Exports in Flour

Mills Busily Engaged in Grinding—Market Still Firm—Some Feeds Higher and One or Two Easier—Rolled Oats a Shade Easier in Toronto—New York Port Embargo on Wheat

MONTREAL

FLOUR.—The flour situation to-day is one which is practically unprecedented. The demand, both export and domestic, is strong and millers are working full capacity to keep up with offerings. The reason for this is not easy to find. Millers simply say they don't know any reason. The market is slightly weaker the last couple of days, notwithstanding business keeping up so well. There are no changes in quotations following last week's advances. The winter wheat market remains firm. Latter part of December usually sees a falling off in demand owing to dealers being busy with Christmas trade. However, the demand so far this month has been good.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 50
Second patents	6 00
Strong bakers	5 80
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 85	6 10
90 per cent., in wood	5 35	5 60
90 per cent., in bags	2 60	2 70

CEREALS.—There is marked firmness in the rolled oats market. Demand is just fair. On prices being paid by jobbers at present our quotations of \$2.50 to \$2.65 per bag of 90 lbs. low. Pearl barley is scarce, and we have advanced our quotation to 4½ cents.

Cornmeal—	Per 98-lb. sack
Gold dust	2 45
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	2 50
25 bags or more	2 50
Packages, case	3 90
4 00	
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 98's, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 98 lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, put	2 80
Barley, pearl, lb.	0 04½

FEEDS.—The market is strong. One authority stated that not only is an advance expected, but there is little doubt of it. For this time of year prices are low. Notwithstanding the immense quantity of flour the millers are turning out and consequently the large quantities of feeds, the demand exceeds the supply.

Mill Feeds—	Per ton
Bran	23 00
Shorts	22 00
Middlings	27 00
Wheat moult	31 00

Feed flour, bag	1 80
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 85

TORONTO

FLOUR.—Levels continue well supported, though some millers are selling something under \$6.50—about \$6.40, as a matter of fact. Still causes which made for high levels ruling last week are still working. Wheat is high and shows no sign of slumping. Export demand is extraordinarily firm; millers are working all they can to keep up with it. And domestic business has to be taken care of. Export is the strongest demand; even at higher levels a loud and continuous call is heard. Flour levels continue slightly under those of wheat, in proportion, millers claim.

A factor which may have some effect upon grain and flour prices generally is notice received by exporters at the Board of Trade this week of an embargo on all shipments to the port of New York. No information is given as to length of time embargo will be on, but it has been levied by the United States in order to relieve congestion of traffic at New York. It is said that freight cars are lined up on tracks leading to that port for a distance of two hundred miles. So far, the embargo has had no depressing effect on prices here.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents	6 50	6 40
Second patents	6 10	5 90
Strong bakers	5 90	5 70
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots	5 40	5 00

CEREALS.—Rolled oats are slightly easier this week, though not quotably lower. We still quote \$2.60. There is a good demand still. Barley keeps firm and high, both pearl and pot.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.	4 50	
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	2 50	
Hominy, granulated, 98 lbs.	2 50	
Hominy, pearl, 98 lbs.	3 00	
Oatmeal, standard, 98 lbs.	2 86	
Oatmeal, granulated, 98 lbs.	2 86	
Peas, Canadian, boiling, bush	3 00	
Peas, split, 98 lbs.	6 00	
Rolled oats, 90-lb. bags	2 60	
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.	3 00	
Whole wheat flour, 98 lbs.	2 50	
Wheatlets, 98 lbs.	3 25	

FEEDS.—Good feed flour is slightly higher, and we quote \$1.55 to \$1.60; doubtless, this slight advance is on account of the general firmness felt in flour. Middlings, on the other hand, are a dollar a ton lower, according to Board of Trade quotations. They are more or less slow just now. Bran holds up, and the situation becomes acute, large lots being exported in addition to a heavy domestic demand running all the time.

Mill Feeds—	Mixed cars.	Per ton.
Bran	23 00	25 00
Shorts	24 00	25 00
Middlings	25 00	25 00
Feed flour, per bag	1 55	1 60
Oats—		
No. 3, Ontario, outside points	0 39	0 40

WINNIPEG

FLOUR.—Markets for flour and rolled oats are unchanged. Last week there was an advance on flour owing to increased price of wheat. During the current week wheat has declined, but this change has not affected price of flour, as demand for latter is strong.

Flour—	
Best patents	6 40
Bakers'	5 90
Clears	5 50
XXXX.	5 10
Cereals—	
Rolled oats, 80 lbs.	2 15
Oatmeal, standard and gran., 98 lbs.	2 70
Cornmeal	2 50

CATALOGUES AND BOOKLETS

Canadian Grocer is in receipt of a useful little booklet which is a directory of the milling industry in Canada. This contains alphabetical lists of flour mills, cereal mills, grist mills and mills indexed according to provinces, towns and names. It is compiled by E. S. Bates of the Industrial and Educational Press, Ltd., of Montreal. It also contains information on the Canadian customs tariff in regard to flour and cereals, statistics on the principal grain crops in Canada between 1910 and 1916, distribution of the Canadian wheat crop, etc.

H. Hickey, of Mason & Hickey, Mfrs.' agents, of Winnipeg, has been in Hamilton, Ont., his old home, for last few days.

Merry Christmas and Happy New Year



to our many friends and patrons
throughout the country.



May our pleasant business
relations continue for
many years.



CANADIAN CEREAL & FLOUR MILLS CO., Limited
TORONTO, CANADA



“Brunswick Brand” Again, Please”

That's what your customer will say after having once tasted the delicious, wholesome sea foods put up by us in our up-to-the-minute and ideally located plant at Black's Harbor, N.B.

Their quality and popularity are such as to guarantee you a steady and continuous growth of repeat business from the time you start to display them in your store.

Now is an ideal time to begin a better business in your fish department. A stock of Brunswick Brand will make an effective display, resulting in a quick, profitable turnover.

Have you a supply on hand?

Connors Bros., Limited
BLACK'S HARBOR, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
Dime	Per doz. \$.95	Per doz. \$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0.40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0.65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0.90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1.30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1.60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2.25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
16-oz. Glass Jars.

	Per doz.
Apricot	\$ 2.30
Assorted	2.20
Blackberry	2.25
Blueberry	2.25
Current, Red	2.20
Current, Black	2.25
Cherry	2.20
Gooseberry	2.10
Plum	2.10
Plum, Green Gage	2.20
Pear	2.10
Peach	2.16
Raspberry, Red	2.25
Raspberry, Black	2.25
Rasp. and Red Currant	2.20
Rasp. and Gooseberry	2.20
Strawberry	2.30

CATSUPS

In Glass Bottles

	Per doz.
1/2 Pts., Delhi Epicure	\$ 1.20
1/2 Pts., Red Seal, screw tops	1.00
1/2 Pts., Red Seal, crown tops	0.50
Pts., Delhi Epicure	1.90
Pts., Red Seal	1.40
Pts., Tiger	1.15
Qts., Delhi Epicure	2.40
Qts., Red Seal	1.75
Qts., Lynn Valley	1.75

BAKED BEANS with Pork.

Brands—Aylmer, Simcoe, Quaker.
Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0.47 1/2
1's Baked Beans, Plain, 4 doz. to case	0.70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0.70
1's Baked Beans, Chili Sauce, 4 doz. to case	0.70
2's Baked Beans, Plain, tall, 2 doz. to case	1.05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1.05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.05
Family Baked Beans, Plain, 2 doz. to case	1.15
Family Baked Beans, Tomato Sauce, 2 doz. to case	1.17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to case	1.17 1/2

3's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only	1.40
3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1.40
3's Baked Beans, Plain, tall, 2 doz. to case	1.50
2's Baked Beans, Tomato Sauce, 2 doz. to case	1.60
2's Baked Beans, Chili Sauce, 2 doz. to case	1.60

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$1.10
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1.20
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1.60
16 oz. Glass Tall, Vacuum Top, 2 doz. per case, per doz.	1.60
2's Glass, Vacuum Top, per doz.	2.80
2's Tin, 2 doz. per case, per doz.	2.30
4's Tin, 12 pails in crate, pail	0.40
5's Tin, 8 pails in crate, pail	0.47 1/2
7's Tin or Wood, 6 pails in crate, pail	0.65
14's Tin or Wood, 4 pails in crate, lb.	0.00
30's Tin or Wood, one pail only, lb.	0.00

BLUE

Keen's Oxford, per lb.	\$0.17
In 10-lb. lots or case	0.16

COUPON BOOKS — ALLISON'S

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal.
\$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED

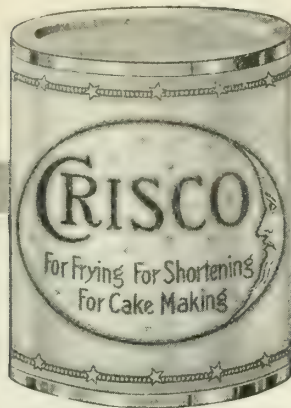
100 books and over, each	0.03 1/2
500 books to 1,000 books	0.03
For numbering cover and each coupon, extra per book	1/2 cent.

CEREALS

	Per case
WHITE SWAN Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs.	\$3.00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3.00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3.00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4.00
King's Food, 2 doz. to case, weight 85 lbs.	5.00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3.75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3.00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3.00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3.00

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4.50
Perfection, 1/2-lb. tins, doz.	2.40
Perfection, 1/4-lb. tins, doz.	1.25
Perfection, 10c size, doz.	0.90
Perfection, 5-lb. tins, per lb.	0.37
Soluble bulk, No. 1, lb.	0.21
Soluble bulk, No. 2, lb.	0.19
London Pearl, per lb.	0.22
Special quotations for Cocoa in barrels, kegs, etc.	



It's a Stroke of Good Business to Handle a Product like **CRISCO**

*For Frying - For Shortening
For Cake Making*

Crisco is a successful seller. For the four years during which it has been on the market, the sales have grown steadily.

This is due, first, to a consistent, conservative appeal to the buying public through careful advertising.

It is due, secondly, to a generous co-operation with grocers in making Crisco known to their immediate patrons.

It is due, finally, to the merit of the product itself, and the policy of "fair dealing toward retailer and consumer alike".

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Send for Crisco advertising matter for your local use

All Procter & Gamble products sold in Canada are made in the Procter & Gamble factories at Hamilton. They include Crisco, Ivory Soap, P. & G.—The White Naphtha Soap, Gold Soap, Sopaide and Pearline.

Better Foods for Less Money

If you use both lard and butter in your cooking lard for ordinary occasions, and butter for the things you want especially rich and appetizing, you will find Crisco a welcome economy.



Cake or pastry made with the best creamery butter is not a whit more delicious than when made with Crisco. Yet Crisco costs but half as much as butter.

And foods made with lard seldom attain anything like the flavor of those made with Crisco—not to mention the superior digestibility of the latter. Yet Crisco costs less even than the best grades of lard.

It pays to use Crisco—pays in dollars and cents as well as in food that tastes better and digests easier.

Crisco and Butter

Housewives who have always used butter in the making of "special" cakes and other cookery, often have doubts about using Crisco in its place. They feel that there can be nothing so rich and wholesome as butter. And that is true of practically every other cooking fat, except



It is easy to make a test yourself to show that Crisco makes cake just as rich, just as nutritious and just as appetizing as the best of creamery butter.

Make one cake with butter, and another with Crisco. Put them before your family without telling them which is which. Ask them to distinguish.

You will find that they cannot pick out the butter cake—more than likely they will point to the Crisco cake and say "that is the one made with butter"

And Crisco costs only half what butter does.

Crisco and Lard

There is something about animal fat that is hard on the human digestion. Lard is entirely an animal fat.

Vegetable fat is a good deal easier to digest and a great deal better for you. Crisco is a purely vegetable fat.



There are different grades of vegetable fats. Crisco is made of only the very highest grade, strained and re-strained, and put through special processes which insure its purity.

Crisco melts at a temperature below that of the human body—it does not require the action of the digestive juices for this purpose.

If you appreciate food which digests easier and is more wholesome than when made with lard, you should try Crisco. You will find it the ideal cooking fat.

Miniature reproductions from the series of Crisco advertisements now appearing in Canadian newspapers.

XMAS ORANGES

On account of navels being later than usual in maturing, we have put off buying until the last minute, and will therefore be able to fill your orders with the finest quality fruit on the market. Our prices will also be quite in line and not any more than you are asked to pay for some inferior quality.

If we have not already received your *Xmas Order*, let us have it now. We will look after you properly. All goods loaded in heated cars right alongside our warehouse and loaded by our own men. This assures you against frost or any broken packages.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO

WETHEY'S CONDENSED MINCE MEAT

Quality—better than ever, if such is possible.

Price unchanged.

Order from your jobber.

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 20
Diamond, 1/4's, 6 and 12-lb. boxes	0 27
Ingredients for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/4-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 35
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

CONDENSED AND EVAPORATED MILK

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	\$8 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 50
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	45 00
Half gallons, each, retail each \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

Knox Plain Sparkling Gelatins (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED.

MONTREAL

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.00; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.00; 2s, \$5.50; 6s, \$18.	
Boiled Beef, 1s, \$2.00; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.00; 2s, \$5.	

Brooms of Quality

may always be had by ordering
our brands. We have them at
\$3.00, \$3.25, \$3.50, \$3.75,
\$4.00, \$4.25, \$4.50, \$4.75,
\$5.00, \$5.50, \$5.75, \$6.00
per dozen.

FACTORY and MILL
Brooms \$3.75, \$4.25, \$4.75
per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

LAST MINUTE ORDERS

Quick service and big assort-
ment at your disposal

Oranges Lemons
Pineapples Celery Tomatoes
Cauliflower Nuts etc.

OYSTERS FOR XMAS
Give Us Your Orders

MERRY XMAS TO ALL

WHITE & CO., LIMITED

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, inter-
esting and instructive book ever
published on Coffee. It is attractive-
ly written and richly illustrated,
and should be read by all who deal
in or use Coffee. The contents in-
clude:

Cultivation and Preparation.
Commercial Classification and
Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and Coffee,
will be mailed to you postpaid on
receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue, Toronto.

The Apple Crop

in the famous Georgian
Bay District is very short
this year. Write us be-
fore placing your winter
order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons
on the market.

"St. Nicholas"
"Queen City"
"Kicking"

J. J. McCabe

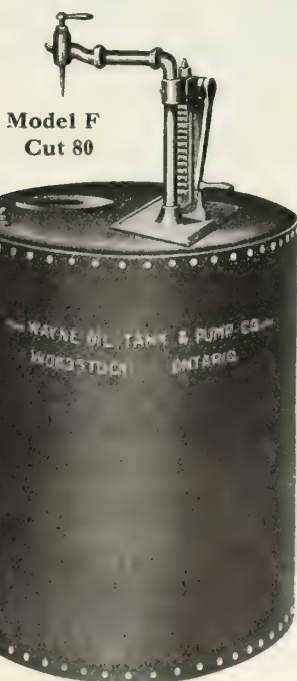
Agent
TORONTO

Christmas

Orders for Hams,
Bacon, Lard,
Mincemeat should
be in now. Kindly
send them in early.
Mail, wire or
phone.

F. W. Fearman Co., Limited
HAMILTON
ESTABLISHED 1854

Aggravating, Isn't It?



It is quite annoying, of course, to have the coal oil slop over and muss up your hands and nice white apron, to say nothing of the very grave risk of fire it involves.

Don't you think you have muddled along quite long enough with that kind of money-losing oil sales? Why not investigate the "Wayne" Oil Tank—the safe, clean, quick, and profitable way of measuring coal oil?

The "Wayne" makes coal oil selling a pleasure, prevents loss, and guarantees cleanliness.

Ask us all about it.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

The Wayne Oil Tank and Pump Co., Limited
WOODSTOCK, ONT.

BRANTFORD STARCH

Ontario and Quebec	
Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06 3/4
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.07 1/4
Barrels, 200 lbs.06 3/4
Kegs, 100 lbs.06 3/4
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.07 3/4
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08 3/4
Kegs, extra large crystals, 100 lbs.07 1/4
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.06 1/2
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07 3/4
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.07 3/4
20-lb. boxes 1/4c higher than 40's)	

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	\$ 3 20
1 lb. packages (60)	3 20
1/2 lb. packages (120)	3 40
1 lb. 30 } Packages Mixed	3 30
1/2 lb. 60 }	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

2-lb. tins, 2 doz. in case....	\$2 65
5-lb. tins, 1 doz. in case....	3 00
10-lb. tins, 1/2 doz. in case..	2 90
20-lb. tins, 1/4 doz. in case..	2 85
Barrels, 700 lbs.	3 1/4
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4 1/4
Pails, 38 1/2 lbs.	1 95
Pails, 25 lbs. each	1 40
3 lb. Perfect Seal Jar, 1 doz. in case	2 40

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case ...	3 00
5-lb. tins, 1 doz. in case ...	3 35
10-lb. tins, 1/2 doz. in case..	3 25
20-lb. tins, 1/4 doz. in case..	3 20
(5, 10 and 20-lb. tins have wire handles.)	

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	3 60
Barrels	0 04 1/2
1/2 barrels	0 05

CANNED HADDIES.

"THISTLE" BRAND

A. P. TIPPET & CO., Agents	
Cases, 4 doz. each, flats, per case	\$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD

Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP

quart tin (wine measure), 2 doz. in case, per case ... 4 70

STOVE POLISH

JAMES DOME BLACK LEAD
2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES

Doz.
Polish, Black and Tan 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

ORANGE MARMALADE

"BANNER BRAND" PURE FRUIT PRODUCTS

JAMS AND JELLIES

2's	\$2 10
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE

2's, per doz.	\$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08 1/2
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pks.... 1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, 1/2 butts, 9 lbs.	0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs.	0 48
Walnut Bars, 8 1/2s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8 1/2s, 6 lb boxes	0 68
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0 68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs.	0 56
Great West, pouches, 9s ...	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00



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Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

HONEY

Try our Airline Brand. Honey put up in all sizes of Packages, Glass or Tin. Write for prices.

THE ROOT CANADIAN HOUSE
185 Wright Avenue, TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

FOR SALE

A GOOD GENERAL STORE, \$1,000—STOCK good, new town; turnover \$40,000; good profits. Reason for selling, closing out branch stores. Box 152, Castor, Alberta. Dec. 17-24

WANTED

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 117, Canadian Grocer. (tf)

TRAVELING SALESMAN — WANTS SEVERAL good lines to carry on Prince Edward Island. Salary or commission. Reginald Dawson, Albany, P.E.I.

A THOROUGH GROCERY MANAGER, WITH long experience, desires change of position January first. One who is a hustler and business-getter, and no experiment in a heavy position. Would consider salary and percentage. Box 121, Canadian Grocer.

MISCELLANEOUS

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PR. MPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"
Placido Costa & Co.
MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

One Inch Space
\$1.00 Per Issue
on Yearly Order.

AT HOLIDAY TIME

there's a greater demand than ever for

MAPLEINE

the "maple" flavor for making syrup and flavoring desserts and dainties.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

What About Brooms? Get Our Prices Now


We invite you to investigate our proposition. All our brooms are made in Canada from the finest American corn obtainable. We are making a broom which is superior to any other on the market, but not higher in price.

AMERICAN BROOM WORKS

ST. BAZILE DE PORTNEUF, P.Q.

OAKLEY'S KNIFE POLISH

20-102-112-102



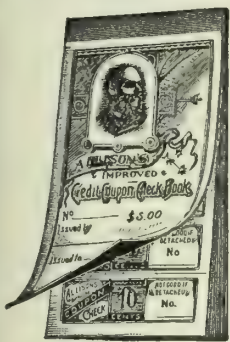
JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping,

THEREFORE
SAVE MONEY.

Write Your Jobber or

ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.

When writing
to advertisers
kindly mention
this paper

Are You Interested?

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second - hand
Fixtures?

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among
the progressive Grocers of Canada
at least one individual who is on
the lookout for just such a pro-
position that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the
manufacturer, the clerk and
the traveller, just the men to
whom you wish to sell or from
whom you would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent inser-
tions.

5c extra per insertion when re-
plies are to be addressed to
Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

Want Ads.

If you want a buyer
for your business,
or have a situation
to fill or want a
situation, send us a
Condensed Adver-
tisement. There is
someone who is
looking for a pro-
position such as
yours. For two
cents a word you can
speak across the
continent with a
condensed adver-
tisement in this
paper.

Try it out.

Christmas Appeal

FOR

The Hospital for Sick Children

COLLEGE ST., TORONTO.

Dear Mr. Editor:—

Thanks for your kindness in allow-
ing me the privilege of appealing at
this Christmas time on behalf of the
Hospital for Sick Children, Toronto.

In the 40 years of the Hospital's ex-
istence there have been treated within
its walls 26,108 children as in-patients;
231,768 as out-patients; a grand total
of 257,876 in and out-patients.

The Hospital for Sick Children gives
a province-wide service, for little
patients from every section of On-
tario have sought its aid. Last
year 499 patients were admitted from
232 places outside, the city of Toronto.
In 1914 there were 394 from 210 places.

Of the 2,838 in-patients last year
1,771 were medical cases and 1,067
surgical. In the orthopedic department
of the 2,838 in-patients, 264 were
treated for deformities, 21 Pott's dis-
ease of the spine, 10 lateral curvature
of the spine, 10 bow-legs, 57 club-feet,
17 dislocations of hip, 42 tubercular
disease of knee, hip, ankle, wrist and
elbow; 76 infantile paralysis, 8 wry
neck, and 21 miscellaneous.

Our battle is never-ending—is one
that will continue while the world lasts.
for it is the fight between the armies of
life and death, to save the child life,
the sick little ones, sons and daughters
not only of our soldier men, but of
the fathers and mothers still in this
home-land province.

The Hospital is beating back dis-
ease and death, the enemies that as-
sail the lives of little children as the
British Empire is beating back Ger-
many, Austria and Turkey, the ene-
mies that assail the life of liberty.

So we appeal to the generous people
of Ontario not to forget those so near
and dear to us, who lie in the beds and
cots of this great charity.

Will the people at large, as of old,
respond to our call? Will they remem-
ber that every year is a war year for
the Hospital, every day a day of battle,
and that the Hospital needs money,
not for its own sake, but for the chil-
dren's sake?

The Hospital has waged its war for
forty years. The people of Toronto
and Ontario have been its friend, and
this year of all years it requires help.
Surely you will give to a charity that
cares for every sick child in Ontario,
for only as your money reaches the
Hospital can the Hospital's mercy
reach the children.

Every dollar is a link of kindness in
the chain of mercy that joins the
money in your pocket to the miseries
of some child's life, some mother's
heart.

Remember that Christmas calls you
to open the purse of your kindness to
the Hospital that the Hospital may
open the heart of its help to the
children.

Will you send a dollar, or more if
you can, to Douglas Davidson, Secre-
tary-Treasurer, or

J. ROSS ROBERTSON,

Chairman of the Board of Trustees,
Toronto.

BESIEGED!!

WITH ORDERS

OUR LINE HAS INTERESTED
MERCHANTS!! MANUFACTURERS' AGENTS!! AND
JOBBER!!

THROUGHOUT THE DOMINION.

Increased business has forced us into larger factory, equipped
with modern machinery and facilities to supply the demand.

"CANADA SOUPS"

are made in 16 varieties—put up in dressy packages, and
retails at 5c. Absolutely distinct in flavors, containing re-
quired food values.



Canada Foods, Limited, Toronto

Keep Up The Connection

you have made by past efforts in ad-
vertising. New friends are alright,
but it is a fallacy for one thing, and
bad business for another, to create
a demand for goods or service and
then lose the fruits of your work by
default. Letting your old friends
know that you want their business is
also the surest way to gain new ones.

Advertising in CANADIAN
GROCER is the medium.

Rate Cards and full particulars on
request.

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Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO

Libby's

Holiday Desserts



Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.

Unquestioned quality

With the American Condensing Co. you get the best quality of condensed milk and coffee.

These products are supplied in the most perfect condition and at the lowest possible prices.

You can't buy a better quality of condensed milk and coffee anywhere.

Our products are sold in all parts of the world. Our reputation is established in every part of the world.

NOTE OUR PRICES:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case ...	4.50
Premier Skimmed, 4 doz. in case	3.80

Order your goods from the American Condensing Co., Ltd., 111-113, St. George, Ont.



The Malcolm Condensing Co., Limited, St. George, Ont.

No. 27

Chats with 'Old Babi'

(Canada's 105-year-old Pioneer)

THE INDIAN AND HIS SCALPING KNIFE

My Grocer says he has never had a man kick about King George Navy—it gets 'em all with its fine, chewy flavor.

My Grocer says he has never had a man kick about King George Navy—it gets 'em all with its fine, chewy flavor.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

FIVE ROSES FLOUR



Patented under the Trade Mark Act

517

1914-1915

LAKE OF THE WOODS MILLING CO., LIMITED

FIVE ROSES

MANITOBA FLOUR

NET 196 LBS.

TARE 17 LBS.

& EWATIN

Our flour is made from the finest quality of wheat grown in the Province of Manitoba, and is the product of the most modern and complete flouring machinery. It is the only flour in Canada that is made from the whole grain of the wheat, and is the only flour in Canada that is made from the best quality of wheat grown in the Province of Manitoba.

Take plenty of flour for your family.

Our flour is made from the finest quality of wheat grown in the Province of Manitoba, and is the product of the most modern and complete flouring machinery. It is the only flour in Canada that is made from the whole grain of the wheat, and is the only flour in Canada that is made from the best quality of wheat grown in the Province of Manitoba.

LAKE OF THE WOODS MILLING CO., LIMITED

QUEBEC

ST. JOHN

ALBERTA

Quebec St. John, N.B. Calgary

Edmonton Regina Winnipeg

Brandon & Winnipeg

Daily capacity—27,400 bags of 98 lbs.

THE CONVERSION OF MR GRIM — A CHRISTMAS STORY.

CANADIAN GROCER


Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE : TORONTO, DECEMBER 24, 1915

No. 52



May the spirit of Christmas possess
all our readers, swelling their hearts
with the gladness of life and returning
to them the rich and enduring rewards
of neighborliness of act and thought.

Canadian Grocer



11 x 22 six-color display card
mailed on application.

The World's Finest Seedless Raisins

"IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-

cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Kelly-Douglas Co., Vancouver, B.C.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—state **QUANTITIES**
—We will give you **BEST QUALITY—BEST DELIVERY—BEST PRICES**

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



AT the close of this, the first year in the history of Lantic Sugar, we take the opportunity to thank the grocery trade of Canada for their ready response and support of this new and much advertised product.



Our plans for 1916 support the high standard of policy we set in 1915 and which the unprecedented results show has been appreciated by both retailer and consumer.

We extend to one and all the Season's best greetings.

**Atlantic Sugar Refineries
Limited**

Montreal and St. John

“Resolved—that as a matter of good business for myself and satisfaction for my customers I will feature the following”:

“Codou’s” Macaroni

The Finest French Imported Goods

“Thistle” Brand Fish



Always the Best.



“Griffin’s” Quality

Nothing Superior Comes from California.



“Le Calice” Castile Soap

Pure, Antiseptic Genuine French

“Cox’s” Instant Powdered Gelatine

The World’s Standard



Arthur P. Tippet & Co.

AGENTS
MONTREAL AND TORONTO

They Lead

In high-grade quantity, in quick-selling merits, and in customer satisfaction.

Leacock's Molasses *Extra Fancy and Extra Choice*

Made in Barbados, in a splendidly equipped, up-to-the-minute plant, Leacock's Molasses are absolutely guaranteed.

For profitable, cold day selling, feature Leacock's—the winning brand.

Leacock & Co.

Exporters of highest grades of molasses.

BARBADOS

B.W.I.

"Cow Brand" success
is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.


CHURCH and DWIGHT

Manufacturers
MONTREAL

Limited



A Merry, Merry Christmas be Yours

and may the turn of
Old Father Time's hour
glass mark the beginning
of your happiest and most
prosperous year. This
is our wish to you and
yours. 

Borden Milk Co., Ltd.

Leaders of Quality
MONTREAL

LITTLE TALKS TO THE GROCER

Every good grocer knows the value of giving his customers Quality products that will bring them back again and again to his store to buy more—such products are the **DEL MONTE** California canned fruits, vegetables and specialties.

The critical jury of recognized experts awarded **DEL MONTE** the highest possible award, the only **GRAND PRIZE**, over all competitors at the Panama-Pacific International Exposition—San Francisco and San Diego Exposition.

For Holiday business, **DEL MONTE** Pumpkin, Cranberry Sauce, Maraschino Cherries, Ripe Olives and any Jellies and Jams.

Display

Del Monte

Luscious and Delicious
California Canned Fruits
and Vegetables.

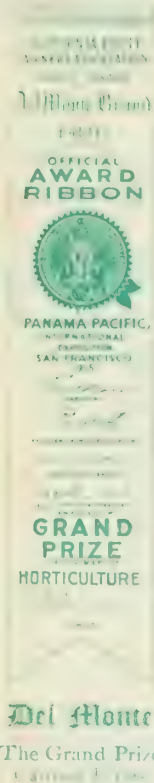
PACKED WHERE THEY RIPEN
THE DAY THEY'RE PICKED.

Ninety and Nine Good Things to Eat.



California Fruit Canners
Association

Largest Canner of Fruits and Vegetables
in the World.



Greetings to the trade

We wish the grocers and their employees the Merriest Christmas and the Happiest and Most Prosperous New Year.

Kearney Bros., Limited

WHOLESALE
TEA AND COFFEE MERCHANTS
33 St. Peter St. Montreal





CHRISTMAS

1916

ONCE more we are privileged to wish our friends and patrons the Yuletide season's compliments and to hope that the ensuing year may have in store for them greater happiness and prosperity than any that have gone before.

W. Clark, Limited
MONTREAL

A Steady Profit-Earner

Shirriff's Jelly Powder is no "stick-on-the-shelf" line. It is a steady seller—a busy profit-earner for the grocer. If you are not now carrying a stock of

Shirriff's JELLY POWDER

send in an order for a case or two. You will be pleased at the way Shirriff's Jelly will sell, and at the satisfaction it will give your customers. It is of excellent quality, and the flavors are very tasty.

Write us for a supply of our handsome window dressing material.

Imperial Extract Co., Toronto



OLIVE OIL

A limited quantity of the highest grade Extra Virgin Finest French Produced Olive Oil in Tins.

1/2 Gal. Size (c/s 20 Tins) . . . \$4.10 Tin
1 Gal. Size (c/s 10 Tins) . . . 9.10 Tin

Extra Virgin Olive Oil is becoming more and more recognized as having a high food and medicinal value.

High Grade Olive Oil is very scarce. Our quantities are limited. Order today to secure your supply.

Warren Bros. & Co.

LIMITED

Queen and Portland Streets

TORONTO, ONT.



THE "WINDSOR" AND "REGAL" SALT SHEDS ARE THE ONLY SALT SHEDS IN THE WORLD. WE HAVE BEEN IN THE SALT BUSINESS FOR OVER 100 YEARS. AS A RESULT, "WINDSOR" AND "REGAL" ARE USED FOR AND USED IN practically every home in the Dominion.

You don't have to struggle for a turnover, with these steady sellers. You don't have to struggle for a turnover for other brands.

The salt business is the only one in the world where advertising and quality. We bring the business to you, through advertising. We don't want to be paid for quality.

There are no other brands of "WINDSOR" OR "REGAL" SALT.

All our salt is produced by the same process, and is of the highest quality. It is the only salt in the world that is so superior.

All our salt is produced by the same process, and is of the highest quality. It is the only salt in the world that is so superior.

The Canadian Salt Co., Limited
WINDSOR, ONT.

"Windsor" and "Regal" Salt

XMAS

1 9 1 5

The Season's Compliments and Sincere Good Wishes from

Hargreaves (Canada) Limited.

33, Front Street, E., TORONTO

Western Agents: For Manitoba, Lightcap and Grant, 179 Bannatyne Ave. East, Winnipeg. For British Columbia and Yukon, Crocker & Avery, Ltd., Rooms 5-6 Jones Block, 407 Hastings St. W., Vancouver, B.C.



Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory

Thamesville, Ont., Canada



Resolve

to remove Wonderful Soap steadily during the coming year. Results will do much to put your soap department on a more profitable basis.

Wonderful Soap has the quality that creates and maintains the confidence of your customers.

Renew your stock to-day.

Guelph Soap Company

GUELPH

ONTARIO



SELL THE BETTER Household Brushes

You cannot find a better line of brushes than "Keystone."

Whether it is a slow, steady, steady brush, that goes to the heart of the matter, or a brush that is hard to come across, a brush that is just what you need, there is a brush for you. Take the time to look at the line, and you will find it for them.

STEVENS-HEPNER CO. LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Brooms, and the rest of the famous Keystone line.

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

You could have made several profitable sales by now had you sent that trial order

Every day it is the trial order that saves the day. The New All-Canadian All-Wooden Washboards will appeal very strongly. A little stock of these new Canadian-made washboards would prove a profitable selling and profitable sales.

The New All-Canadian All-Wooden Washboards are made in Canada. The all-wood construction makes them very easy to use, and owing to the increased price of their materials, the new board is just as profitable to your store and is entirely Canadian-made.

Don't let the trial order go. With the trial order you can get the trial order for your store.

How about that trial order?

THE WM. CANE & SONS COMPANY, LIMITED

Newmarket

Ontario

Supply The Demand

which advertising in magazines and by word of mouth of your customers has created.

Sani-Flush

Cleans Water-Closet Bowls



You will see that housewives are acquainted with its merits when you display it in your store. Women know the drudgery of cleaning toilet bowls; they are glad to find an easy and inexpensive way to do this work. Sani-Flush solves a serious problem in the modern home.

You can open a new source of profit by making it accessible to your customers.

The Hygienic Products Co.
Canton, Ohio, U.S.A.

Grocery Dealers who sell Sani-Flush:

ONTARIO

Watt & Son, Ltd., Brantford.
J. Castle Co., Ltd., Ottawa.
Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Sarnia.
Marie, Sarnia.
Perkins, Ince & Co., Toronto.
South Co., Windsor.

MANITOBA

W. G. A. Co., Ltd., Brandon.
W. G. A. Co., Ltd., Winnipeg.
W. G. A. Co., Ltd., Winnipeg.
W. G. A. Co., Ltd., Winnipeg.

SASKATCHEWAN

A. M. Co., Saskatoon.

ALBERTA

W. G. A. Co., Ltd., Edmonton.
W. G. A. Co., Ltd., Vancouver.

Christmas 1915

Christmas Greetings

From

The Dominion Canners, Limited

Wishing You
the Compliments of
the Season

The Aylmer Condensed Milk Co.
LIMITED

**Tartan
BRAND**

THE SIGN OF
PURITY

We wish you the season's
greetings


Balfour, Smye & Co., Hamilton, Can.

WHOLESALE MANUFACTURING GROCERS.

SYMINGTON'S
(Regd. Trade Mark.)
COFFEE ESSENCE
**PEEDS
ALES**

It is delicious to the taste, keeps in a perfectly good condition, and is easily carried in the pocket. It is a most useful and economical article. A special and reliable recommendation. Your correspondent can supply you.

Thos. Symington & Co., London and Edinburgh
Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. J. E. Bayley & Co., Montreal. Vancouver and White—Messrs. Shillcross, McMillan & Co.





For bigger and more profitable sales, stock

Furnivall's
FINE
FRUIT
PURE JAM

— the high-
grade Canadian-made
product which equals
the most expensive im-
ported quality.

FURNIVALL-NEW, Limited, HAMILTON, ONT.

Agents: Ontario—Messrs. Bayley & Co., Toronto. Montreal—W. S. Bayley & Co., St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—MacLaren Imperial Cheese Co. Hamilton, R. M. Bayley & Co. Winnipeg, Man.—W. B. Bayley & Co. Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co. Ltd. Edmonton, Alta.—Central Brokerage Co.

BUY
STARBRAND

"Made in Canada"

**Cotton Clothes Lines
and Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

BLACK JACK

QUICK
CLEAN
HANDY

1 lb. tin—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBER

Resolve

Now to make your service to your patrons during 1916 a wholly unselfish one by selling them the goods they want when they want them, to sell them goods of proven high quality, goods of real worth. Put this resolve into action by ordering from your wholesaler a better supply of the delicious, wholesome, natural-green-leaf tea from the "Land-of-the-Sun."

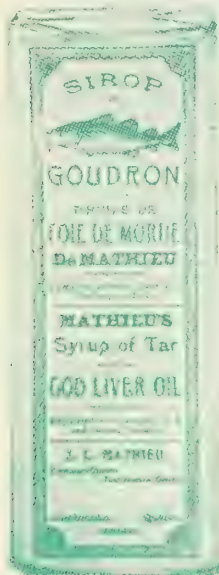


JAPAN TEA





This car of **EGG-O Baking Powder** was sold in four weeks by W. G. Craig & Co., Ltd. —Kingston. Manufacturers! if you want **distribution** in Eastern Ontario use W. G. Craig & Co., Ltd. Retailers! if you want **service** in Eastern Ontario use W. G. Craig & Co., Ltd. Everybody! if you want **quality** and perfect satisfaction, use EGG-O.



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., *Proprietors*

SHERBROOKE, QUEBEC

1915—1916

We wish our
numerous custo-
mers and friends
A Merry Xmas
and
Most Prosperous
New Year.



*A continuance of our
good relations.*

L. Chaput, Fils & Cie, Limitée

WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles St. MONTREAL

—Established in 1842—

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

ONTARIO.

MACKENZIE & MORRIS LIMITED BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO.

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

HEADQUARTERS FOR

White Beans and Evaporated Apples

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

NEW BRUNSWICK POTATOES

Wire or phone

HARRY WEBB, TORONTO

We operate in production, half bushels and at all buying points in the whole of Canada. Agents for all the best seed potatoes in the world. Toronto, Wellington and other points.

NEWFOUNDLAND.

T. A. MACNAB & CO. ST. JOHN'S - NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. High class quality. The strongest references. Call on MacNab & Co. 81 Water Street, St. John's, Nfld. and other points.

WESTERN PROVINCES.

H. P. PENNOCK & CO., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.

WINNIPEG REGINA
We solicit accounts of progressive manufacturers wanting live representatives.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents

120 Lombard Street

WINNIPEG - MAN.

Domestic and Foreign Agencies
Solicited.

W. H. Escott Co., LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada Toronto

"The Canadian Newspaper for Investors"

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

ATTENTION: Warehouse Men and Commission Merchants

We have a splendid warehouse. Our traveler covers this district monthly. We want good selling lines to handle on consignment. Write us to-day.

References: Fernie Fort Steele Brewing Co., Fernie, B.C.; W. B. Cigar Factory, Rossland, B.C.; Royal Bank of Canada.

NELSON CLUB CIGAR CO., Ltd.
Nelson, B.C., P.O. Box 701

Crystal Diamond Syrup

Finest Table Syrup Ever Made
in Canada

Packed in 2-lb. Wrapped Tins.

ST. LAWRENCE SUGAR REFINERIES, Limited
MONTREAL

Port Arthur, Ont.

47 William Street
Montreal, Que.

Bowman's Quality Fish

Smoked
Salted
Sea
and
Lake



Fresh
Frozen
Sea
and
Lake

DIRECT FROM C TO U
Producers and Shippers of Lake Herring, Salted or
Frozen. Ask for Price List.

J. BOWMAN & CO.

WHOLESALE FISH

26 Duncan Street

TORONTO, ONT.



What will
1916
mean to you?

You are doubtless planning on how best to promote your business and create a bigger turnover during the coming year.

Don't overlook the very important part your refrigerator plays in the success of your business. A good refrigerator is essential.

The "Eureka"

is not only the most scientifically constructed and best sales-producing refrigerator on the market to-day.

It keeps food sweet and fresh for long periods of time, and is the most efficient and reliable of all refrigerators. Its superior design, construction, and the best quality materials which insure complete protection to the food, make it the best refrigerator.

SEND THAT CARD TO-DAY

Eureka Refrigerator Co., Ltd.

31 Brock Avenue

TORONTO



Libby's Food Products

You can be grocer to the best class of trade by showing Libby's goods and talking the quality points of the many Libby varieties.

Libby, McNeill & Libby, Ltd., of Canada
Guelph, Ontario



Praised by the British Medical Press

Wright's Coal Tar Soap has received glowing praise from the British Medical Press for its valuable antiseptic and hygienic properties.

The Famous English Nursery Soap

For fifty years Wright's has been famous throughout England as the ideal Nursery and Bath Soap.

WRIGHT'S COAL TAR SOAP

sells at 15c per case and yields an excellent profit. If you are not selling Wright's, send your order for more.

Manufactured by
**Wright, Layman &
Umney, Limited**
London, Eng.



Canadian Agents:
Harold F. Ritchie & Co.
LIMITED
10-12-14 McCaul St.
Toronto

Christmas and the Future



Merchants report a great improvement in the Christmas trade this year, which is an indication that the end of the period of business uncertainty has been reached. In fact, we appear to be on the threshold of an era of prosperity. We can now look to the future with a feeling of confidence and optimism, and plan for increased business in 1916.



Red Rose Tea

"is good tea"

And when the *Grocers* of Canada and their *Clerks* hear the Christmas bells ringing, please remember that this company wishes you all a thoroughly bright and happy time.

T. H. Estabrooks Co., Limited
ST. JOHN MONTREAL TORONTO WINNIPEG CALGARY

ROBINSON'S "Patent" GROATS

Every Grocer from Atlantic to Pacific sells
Robinson's "Patent" Groats

The Food for Mothers, Infants and Invalids.

Order from your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street, MONTREAL

ADVERTISED BY THE MONTREAL GAZETTE



FINE GROUND

WHOLE

GROUND

PULVERIZED

YOU CAN SUPPLY
YOUR CUSTOMERS
WITH

SEAL BRAND COFFEE

FINE GROUND; WHOLE
ROASTED; GROUND
OR PULVERIZED

1/2-lb., 1-lb., 2-lb. Tins Only.

CHASE & SANBORN, - MONTREAL

Canadian Grocer's Christmas Short Story

slow on the wall, if it happened to fall at all near the cash drawer. Someone once came in to ask him for a garden party.

IT was the day before Christmas. Mr. Grim got up, dressed, took his breakfast (he was not married) and set off to the store, as he buttoned his coat about him. It was a cold morning, and the houses were snow-covered. To most people the effect of the snow-covered houses and built around different objects, would have been quaint and beautiful

And just, you'd have, surprised at the surprise in the picture, the more made, went around everything in a while, while minute. But Mr. Germ has no eye for the beautiful. He walked along with his eyes on the ground. One day, a girl ran toward him, so red from a fall, and drew near, and he knew she was poor, almost as he sawed, in her eyes that he might not notice.

"Huh," Mr. Grim looked round. "What is it?"

candies with for my sister's Christmas stocking."

The kiddie burst out afresh. A dime to him was worth at times as a hundred dollars to him.

"Well, I don't think anything really O'Well about it?"

"The water in here is dry as a bone," he dropped it down that drain," he said.

Mr. Goss pulled at his chin. "Well, my boy, that's not my fault, you know. But here's a match to look for it."

He needed that article to the astonishment of little Anne and her amazement at Mr. Grim's meanness was enough to keep her crying.

Trade Begins to Slacken

Mr. Fickel returned to his store, answered his clerk's greeting with his usual grunt and went to the little cubby hole where he called his office. He got out his books and knitted his brows as he looked over the little figures of the men and boys who had been cutting his prices, thus imposing unfair competition on the other grocers in Minton. He sold almost everything at a percentage less than everybody else. Yet even at that he wasn't doing any too well. He looked at his books, and his lean, hard face became more hard and lean. His wrinkled forehead still more wrinkled as he tried to

He went into the store.

"Franklin," he said to his clerk, "what are we selling currants at?"

Franklin told him.

"A cent less," said Franklin; "why we're a couple cents under anybody else now. Bright, over the way, says we're selling our iron at a higher price than a ton, already, and at a cent less—"

"Do as I tell you," rasped Grim. "We've got to outguess the cops and outdo the mob. There is no other choice." "Who's running this show?" he asked. "You or I?"

¹¹ III 104000, *KL. Arab. 104000*.¹²

Well, I know. And I'll have here an altered

one of them in a dozen more bulging. We're just to get some trails, no matter how low our prices are."

(10) $M_1 = 0.0015$ and $F_2 = 0.0015$ (We assume $\mu = 0.001$).

Mr. Upton shook his head. "The way I tell you it, you've lived," asserted he as he went back to his books again.

The summer was not. Mr. Green had parted over the morning of June 10, and still further out grows, was aware that his black sheep at his elbow.

"There's a gentleman to see you." This was the first time Possible had said it. Mr. Green heard him at last, and went out to his caller.

"My name's Thompson," said this well-groomed, sunny individual. "A merry Christmas, first, Mr. Gran-
Lecole."

4. The following was Mr. Gilman's oral commitment:
unavailable.

A Chance to Join

The Secretary of the Marine Retail Merchants'

Ass'n, Mr. Ginn. I want you to make this Christmas morning by joining the Association. You've been out of it a long time, you know," he went on with a smile. "but we'd like you to come in. Besides, there is strength you know, and we all ought to stand together. The Association elected me secretary at last night's meeting, and I determined to come and see you this morning too."

But the frowning and repellent face of Mr. Grim stopped him.

"I am my own Association," said Mr. Grim. "I don't want

to join. I can look after my own affairs. Good day," and he started to walk away.

The astonished secretary stared at his reflection in the mirror.

"But Mr. Grim, let me tell you—"

"Good day," rasped Mr. Grim again.

"Good-day."

The secretary burst out laughing. The situation had a funny side, too. "Well, I'll be dashed," he sang out.

Christmas, Mr. Grim."

The afternoon passed. Mr. Gray ate the meal he pulled his supper, and broiled some bread and butter for the store and added some water to yesterday's tea in the pan. Then he felt sleepy. He went on studying his books again, but soon came to this, his brow knitted as he tried in vain of still more ways to cut his prices. He rubbed his eyes. The hours by which he worked grew dim as the light grew lower and lower. Drowsiness came over him. The figures on the books got fainter and fainter.



"The ... and the party" as well as the "That my"

Before he knew it his head dropped on his chest, and he slept.

III

MR. GRIM was dreaming. He saw strange pictures. He saw one, a curious panorama, a succession of days and nights which was represented as infinitely dark and forbidding. Crowds of people seemed to be passing and repassing down long, unending streets. The form of a man, small, shrivelled, bent with age, came and went between a bit of a cottage and a store. Both were dimly lighted, yet the dreamer saw their dark shapes clearly enough to know that they were his house and his store. And the little man who came and went between them, the bent, shrivelled, stooping figure was—he realized it with a shock—himself, Jonathan Grim.

He watched the figure on its journey to the store, saw the folks, men holding up their heads and women drawing their skirts, as it overtook them on the streets; neither men nor women spoke a word or even nodded in acknowledgement of the figure. The children running on the sidewalk bolted for the road like so many shots as the figure passed. All avoided it, as if it were something to keep away from, to leave absolutely alone.

The figure entered the store; the clock struck eight. There was no longer any clerk there. The store was the same in which Jonathan Grim remembered once to have dispensed groceries; the only difference was that it seemed a trifle darker, a trifle more uninviting, a trifle dirtier. The figure appeared to stay in the store all day. The watcher saw no customers come and go. The latch of the door was never lifted once. All day, till late in the evening, the figure was at the cash box, and seemed to be poring over books. It was muttering, "How can I cut prices further to get a little more trade from my competitor." And now and then the figure would vary his muttering: "I want no Association. I am my own Association."

And as the dreamer watched, the figure at the books reluctantly put them away and hobbled home. Again, none spoke to him. All refused to recognize him. And so he passed, a dreamy, solitary figure, into the tumble-down cottage he called home. This proceeding the dreamer saw repeated time after time—day after day and night after night. He shuddered a little: he even pitied that forlorn figure who had none to speak to him, whom everybody ignored and left so utterly alone.

The Scene Was Changed

By some quaint trick, the scene changed. He beheld another figure walking down the street. People turned and smiled and nodded. Ever and anon the figure stopped, shook hands with a man or spoke a kindly and cheery "good-day" to a woman. The children stopped for a moment and prattled some childish nonsense, and the figure nodded and chuckled in return. The dreamer was struck by something strange, yet withal oddly familiar, about the figure. It was small and somehow resembled—he started when he glimpsed it—himself, Jonathan Grim.

The dreamer looked again, as the figure, stepping jauntily along, stopped at a store. He was amazed as he studied it. It was indeed Jonathan Grim, but how changed! The figure held up its head. It walked with confident stride, and was no longer bent and stooping. The face wore a beaming smile. The dreamer heard the figure greet that of a man.

"Why, how are things, Bright?" it said.

Surely it was talking to Mr. Bright, the grocer over the way?

The figure entered the store. What a familiar, yet unfamiliar store it was! The place was brightened up almost out of knowledge. There was nothing dingy about it now. Customers came, lots of them, chatty talkers, good buyers. The figure nodded and talked away, was up and down the store, here and there and everywhere; the shelves were new and full; the goods were well displayed. There were three clerks now.

A man came into the store.

"Why, how do you do, Mr. Thompson," said the figure, "I am glad—"

IV

Mr. Grim awakened from his sleep with a start. His head jerked up and he looked about him.

A man was standing there at his shoulder.

"I saw a light," said Mr. Thompson, secretary of the Retail Merchants' Association, "so I came on in. I want once more to wish you a Merry Christmas, and I want, too, Mr. Grim, to enrol you as a member of the—"

Mr. Grim sprang up, and grasped both the hands of the astonished secretary. "Enroll away! Put me down to-night. I'll have this place brightened up before you can say Jack Robinson. And I'll stick right with the rest of the fellows and do my bit to make myself a worthy member of the—"

But how—what—why—"asked the amazed Mr. Thompson; "why, what's happened?"

Mr. Grim chuckled, loud and long. "Never mind," he said, "never mind. A merry Christmas, Mr. Secretary, to you and everybody else. A Merry Christmas!!"



WOMEN IN GROCERY STORES

OVER in Great Britain the opportunities opening up for women in business life, both commercial and clerical, are increasing rapidly on account of the war. Many more women are being engaged in trades which hitherto have only employed them in small numbers, while posts open to woman clerks are more numerous than ever.

Thousands have gone into the grocery trade since the war began. As canvassers for orders they are very successful, owing chiefly to their knowledge of household wants. Before the war there were over 100,000 women clerks, or about one to every six men. About one in every three clerks of military age has joined the services, and the number of posts open to women is now large. Herbert H. Elvin, general secretary of the National Union of Clerks, says that in view of the large increase in the employment of women the union is most anxious that clerks should be organized so that women may receive the same rates as the men whose places they take. There is a tendency to rearrange the work so that routine work may be left entirely to women and all responsible work to men. Employers, he considered, ought not to take advantage of the present state of affairs to benefit their own pockets. The Government, he added, was one of the most unsatisfactory employers of women clerical labor. Their average rate of pay was from £1 to 26s., and it was found that they were paying women army pay clerks £1 where men had 30s. to £2.

Unripened Fruit Unwholesome

Medical Man Claims That Unripened Winter Apples Are Unfit for Consumption in Early Autumn—New Knowledge About Ripening of Fruit.

THE place which fruits are assuming in the dietary of man is one of growing importance. Certain species, like the apple and pear, the plum and the grape, have long enjoyed a deserved popularity; others which were once among the rarities in the United States are now finding widespread favor. Melons and other fruits are now being shipped by water from the tropical regions where they are grown to the centres of distribution. Bananas, which were found only in a few seaboard towns a generation ago, are now common in every region in America. In Great Britain, where they were little known less than two decades ago, they are now the "poor man's fruit."

The ripening of fruit plays so important a part in their availability and in some of the problems of transportation that authentic information on this subject is much to be desired. Some fruits, like the apple, may be allowed to ripen almost fully on the tree, and may be kept in the ripened condition for relatively long periods after proper attention is paid to their manipulation and storage. Other fruits, like the berries, cannot be kept in the ripe condition very long before deterioration and decay set in. In still other cases as with the banana, the fruit may be picked and transported advantageously before the final ripening has begun; and this process can then be controlled in the market and homes as the conditions demand.

The physical changes, like the variations in color of ripening fruits, are familiar, since they are evident to the senses; but these alterations are merely indicative of changes in the chemical make-up of the fruits under the conditions which determine ripening. Heat, moisture, air and light may all participate in determining the characteristic changes that ensue. Laboratory investigations in recent years have given clearer indications of what takes place. Among the changes are the transformation of starch into sugar, the conversion of soluble tannin compounds with their astringent properties into insoluble forms, the actual lessening of the quantity of acid, or the masking of the acid flavor by the accumulation of sugar, the softening of woody tissue, and the increase and storage of water in the form of juice.

With the growing knowledge of what the ripening of fruits really involves, we are certain to acquire better ideas of what a properly ripened product should

really be. The fact that unripened (winter) apples are unfit for consumption in the early fall, because of sugar they contain a large amount of raw starch which will disappear with the "mellowing" process, will be understood in a more intelligent way than has usually been the case. Furthermore, the facilities or other regulation of the natural processes of ripening by artificial means will make it possible to dispel the limitations hitherto placed by seasons or distance. The beginnings are already apparent in the practices of modern commerce.—Journal of the American Medical Association.

Christmas Smiles

A story is told of an Irish sailor who decided to walk from Newport to Cardiff. He met a cart driver and asked:

"How far is it from Newport to Cardiff?"

"Twelve miles, mister," was the reply.

"Thankee," said Pat. "And how far is it from Cardiff to Newport?"

Driver—"Didn't I tell you how far it was from Newport to Cardiff? Do you suppose it is any further the other way back?"

Irishman—"Sure, and I don't know. I know it is a great deal further from New Year's Day to Christmas than from Christmas to New Year's Day."

"Say, waiter," said the travelling man to the hotel waiter, "what kind of chicken do you call this?"

"That's a Plymouth Rock, I believe," replied the waiter.

"I'm glad it has some claim to historic mention," said the man. "I thought it was just an ordinary cobblestone."—Philadelphia Ledger.

Mrs. Jonsing—Dis hvah new minister am a fine preachah, but he am de leanest an' skinniest young man I ebba see!

Mrs. Black—Yes, an he done tole mah husband what weighs two hundred and fo'ty, to bewar' les' he should be weighted in de balance an' foun' want-in'.—Puck.

Mrs. Beat—Tell the gentleman I am not receiving to-day, Nora.

New Maid—But he ain't delivering, mum; he's collectin'!

"There will have to be new rules made here, or I shall give notice," said the girl in the telephone office to the chief clerk.

"Why, what's the trouble?"

"Well, some of the things said over the wires are not fit for me to hear."

"Oh, that's all right," was the flip-pant rejoinder. "You can't expect to work around electricity and not get shocked!"

A long-haired chap who walked into the general store, said: "Do you sell stale eggs?"

"No," said the grocer with a smile; "but I've got some."

"Well, give me all you've got," said the stranger.

The grocer, as he bundled up the eggs, laughed and said: "I guess you're going to see Hamlet to-night at the Opera House."

"No," said the stranger grimly. "I'm going to play 'Hamlet' at the Opera House."

A country clergyman, on his round of visits, interviewed a youngster as to his acquaintance with Bible stories.

"My lad," he said, "you have, of course, heard of the parables?"

"Yes, sir," shyly answered the boy, whose mother had instructed him in sacred history. "Yes, sir."

"Good!" said the clergyman. "Now, which of them do you like best of all?"

The boy, squirmed, but at last, heeding his mother's frowns, he replied: "I guess I like that one where somebody 'loafs' and fishes."

A boy about six years of age entered a shop once and asked for a pint of canary seed. As he had no money to pay for it, the shopkeeper, to whom the boy was well known, wishing to ascertain whether he had been sent by his parents or any other person, asked: "Is that seed for your mother, my lad?"

"No," said the boy. "it's for the bird."

Little Dorothy, whose father owned a canning factory, went to Sunday school for the first time, but soon came home screaming at the top of her voice.

"Why, Dorothy," said the father, "what is the matter?"

"O, daddy," she cried. "Don't let them do it, will you?"

"Do what, my child?"

"Don't let them can me!" she sobbed.

"Can you? What do you mean?"

"Why, the teacher said for everybody to sing. 'Can a little child like me,' and then I ran away 'fore they did it.'—Kellogg's Square Dealer.

Broom Corn Very Scarce

Review of the Situation Recalls Damage Done by Wet Weather
—Prices Have Advanced and Will Surely Go Higher
—Broom Corn Up From \$85 to \$200 Ton.

A PROMINENT Ontario broom man who recently spent several weeks in the broom corn districts in the United States has given Canadian Grocer some valuable information on the market:

"The causes of the advance in prices on brooms," he says, "are numerous. Last spring was cold and wet. The seed had to be replanted several times in many cases and the farmers got tired of taking any more chances and gave up planting broom corn, so that the acreage was cut 50 per cent. below normal. Then the summer was wet and cool; this retarded the growth. The rainy weather continued on into the harvest so that 70 per cent. of the crop is damaged. The yield of the 1914 crop was much below normal and had manufacturers had to depend on the crop of that year for their supplies, prices would have been high last year, but the broom corn that was carried over from the former year kept the price of brooms about normal. This past year the manufacturers' warehouses were cleaned up and they have been compelled to pay high prices for broom corn on account of short crop. Consequently they have advanced prices 50 to 75c per dozen on brooms."

It is predicted that there will be further advances before the next crop is harvested. Not only broom corn has advanced, but wire and twine — in fact everything that goes to make up a broom. Then the war tax of 7½ per cent. amounts to 15 cents per dozen on brooms, so the manufacturer must add this amount to the cost of the brooms manufactured.

It is said that the crop of broom corn is lighter than it was in the year 1909 when brooms advanced one dollar per dozen.

A Missouri View

The following article is from the Kansas City, Mo., Times:—

"The broom manufacturing industry in America is facing a complete shut-down in four to six months. There isn't any more broom corn. The warehouses are empty, the manufacturers have only the slenderest of stocks and for the second successive year the crop is a complete failure. Everywhere it was rained out. Corn that sold for \$85 a ton last January is quoted at \$200 now, and cannot be bought at any price.

"Stocks on hand and what little new crop is available will last the factories not longer than May 1. From then until the 1916 crop is harvested the plants

have no alternative but to close their doors.

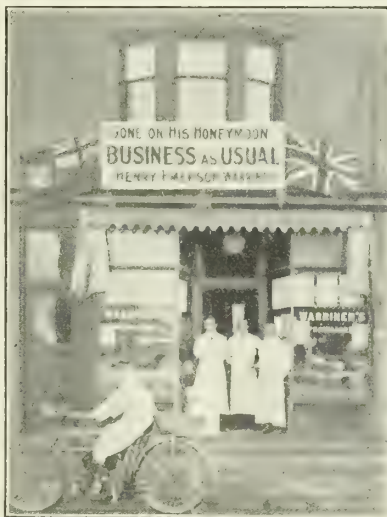
"Twenty-eight of the largest broom manufacturers in the country met in special session at the Savoy Hotel yesterday to decide what to do. They compared notes all day and reached but one decision. That is to advance the price of brooms at once.

"This is the season of year when the broom manufacturer buys a season's supply and the speculator stocks up the warehouses. Last year, because of a crop failure, the manufacturers bought only from week to week and the speculator found no corn to speculate on. The second crop failure, this year, came with warehouses empty and no large factory stocks on hand. One broom corn warehouse in St. Louis with a rent of \$500 a month has but one carload of corn in it. The United States imports but little corn normally — twenty-two tons last year. This year the war will prevent any importations.

"Aniline dyes, used to give the brooms a uniform color and to dye the red and green twine bindings, have advanced from \$1 to \$7 a pound. The grade of velvet used for banding cannot be bought and even the wire has jumped."

"BUSINESS AS USUAL"

On November 15, H. E. Warriner, a merchant at 1227 Bloor Street W., Toronto, was married. While on his honeymoon, the sign, as shown in the accompanying illustration, appeared over the door. It reads: "Gone on his Honeymoon—Business as Usual," and shows that the proprietor does not allow a



This illustrates a unique sign over a Toronto store.

small item such as a wedding—even when his own—to interfere with his business.

SMALL DEBT COURT FOR MANITOBA

The collection of small debts was discussed at a joint meeting of the Manitoba provincial executive of the Retail Merchants' Association and advisory board, consisting of merchants outside the City of Winnipeg, on December 10, C. F. Rannard presiding. The Small Debt Court Act of Saskatchewan was discussed, and the president announced that the initial movement had been made to get this desirable legislation introduced into Manitoba. He also stated that a draft of the proposed Act had been submitted to the Attorney-General of the province. Among those present at the meeting were representative merchants from the towns of Hartney, Deloraine, Rosenfield and Piney.

JACK GALT A PRISONER

Word has reached John Galt, vice-president of the Blue Ribbon Tea Co., Winnipeg, that his son Jack, a lieutenant in the Stratheona Horse, has been wounded at the front while gallantly leading a bombarding party, and was later taken prisoner by the Germans. Lieut. Galt was connected with the Blue Ribbon Tea Co. before the war. The following cable has been received by his father from Capt. Critchley:

"John led bombarding party on isolated German position at 2.30 a.m. on December 9, was knocked over by concussion from a bomb and wounded. Enemy made counter attack. Our party forced to retire, leaving John and two men. Three different search parties sent out immediately on completion of attack. No traces of any of the men found, although going over the exact ground where John was last seen. Next morning thorough daylight search was made, making it certain that the three men were taken in by the enemy. Do not expect any news for some time."

NEW R.M.A. OFFICIAL

J. C. Vancamp, of Toronto, has joined the permanent staff of the Retail Merchants' Association as secretary of the Toronto branch. The Toronto branch of the association feel that there is sufficient work to be done in that city alone to have a separate secretary, and at the same time, the work of W. C. Miller as Ontario secretary, as well as secretary of the Grocers' Section of Ontario, had become so great that some relief was necessary. Mr. Vancamp, who has for a number of years been an undertaker in Toronto, is giving up his business to join the R.M.A. Officers have been nominated for this Toronto branch, and election will take place at next meeting.

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GREETINGS TO THE TRADE

CHRISTMAS has come again with its attending joy and sadness—joy because it is the one big time of all the year for the reuniting of families and friends; sadness because yonder in the Old World a grim struggle is going on which is sapping out the lives of thousands. Over there are many of Canada's own sons, fighting for the honor of our King and Empire.

But, above it all, the Christmas spirit shines. A year and a few months ago there were many who looked to the future with distrust and even dread. As far as Canada and the British Empire are concerned, these expectations have not been realized. The Empire is solidly united to-day as it never was before. It is wading through the gigantic struggle with that perseverance and equanimity that has won victory and honor in the past. We therefore look forward with all hope for a greater and a brighter future. It is quite possible, even probable, that when another Christmas rolls around the world will again be at peace to quarrel, it is to be hoped, no more.

Christmas is here again! With it comes a recollection of old times and old friends and bids us wish them all the happiness that can befall them at this season. CANADIAN GROCER extends to all its readers most hearty greetings, and, if we knew any happier wish than "MERRY CHRISTMAS," we would send it to you.

FOOD PRICES IN GERMANY

M. R. RUNCIMAN, president of the British Board of Trade, recently gave these particulars about the scarcity and cost of food in Germany:—

The price of pork is more than double.

The price of butter has doubled.

The price of bacon has gone up three times over.

The price of lard has gone up four times over.

The price of beef, even with the enormously reduced consumption, has gone up 50 per cent.

The large increases in the price of hog products will be noted. A speaker in the Reichstag recently said that there were twenty million pigs in Germany. So that it is possible that the high prices are partly due to conserving the supply.

A FIERCE ATTACK

ALFRED W. McCANN, in a signed article in the New York *Globe*, fiercely attacks the Mercantile Exchange there, alleging that by manipulations it steals a cent a pound from the butter maker, robs the hen-owner before the egg is laid and gets millions of dollars dishonestly from millions of people in New York. Here are a few extracts from the article:

"Millions of people of New York City are being robbed of millions of dollars every year through the crookedness of members of the New York Mercantile Exchange.

"Poultry, butter, eggs and cheese are shipped to this market and the shippers are robbed through the same crookedness of the same members of the New York Mercantile Exchange.

"So high-handed and devilish have been the operations of these crooks who for years have been getting away with their crookedness while at the same time successfully performing the miracle of maintaining their reputations as high-minded members of society and useful, honorable and upright citizens, that victims of their tyranny and viciousness have, from time to time, secured injunctions or threatened to secure injunctions restraining them from their criminal activities.

"No butter man can come to New York with a

clean record and get in with the Mercantile Exchange unless he is known to be the type of man who will play the exchange's game.

"If he has any quality to offer or any honest policy behind him, he is frozen out. When I make this statement I know what I am talking about. I can dish up the evidence to Uncle Sam if Uncle Sam will accept it and make use of it.

"Men high in politics, even those who have been looked upon as presidential timber, have had their fingers in this dirty work."

These are strong words. No doubt they will result in the establishment of a commission to investigate matters and it will be interesting for the trade here to watch the outcome.

EXPORTS TO BRITAIN BOUNDING UP

AN increase in imports from Canada of \$34,697,000 and a decrease in exports to Canada of \$20,498,000 during the first nine months of the present fiscal year is shown by figures for that period received by the Trade and Commerce Department from Commissioner Ray, of Birmingham, Eng. The total imports from Canada were \$138,917,000, and exports to the Dominion \$49,407,000.

Details are also furnished of the recent steps taken by the British authorities in respect to the requisitioning of all ships of British register, which regulations closely affect Canada. These show that rumors that the Government contemplates the requisitioning of the entire British mercantile marine are without foundation, but that power has been taken to deal, by the requisitioning of a sufficient number of vessels, with cases where an emergency of national importance exists at any particular market owing to the absence of tonnage, and, further, to regulate the employment of British shipping in the carriage of cargoes between foreign ports by means of licenses.

WHY EXEMPT CIVIL SERVANTS?

THE following was clipped from the question and answer column of a Canadian newspaper:

"There is no garnisheeing of wages of employees of the Dominion Government railways, but the Minister of Railways will not tolerate the non-payment of debts by employees, and on any such complaint being made to him the employee is warned and informed that he must either pay up or resign. It sometimes happens, of course, that a bill may be disputed, and the department does not undertake to settle disputes, but where there is no dispute or where judgment has been given no employee of a Government railway is permitted to evade his obligations by reason of the fact that the Garnishee Act does not apply to Government employees."

While it is very encouraging to know that the Minister of Railways will not countenance employees

in his department shirking their just debts, nevertheless, it is difficult to understand why Government civil servants cannot be held responsible for their debts the same as other human beings in Canada. This is a bit of class legislation which should be worked off the Statute books. Are Government civil servants so constituted that they should have a different code of morals from other people? Is it right and proper that they can contract a debt and not have their wages subject to garnishee as other people?

This is a change for which retail associations all over the country should keep pounding away until a reformation is effected. The principle of the thing is entirely wrong and there should be no place in a free country like Canada for such legislation.

EDITORIAL NOTES

THE OLD, OLD wish—a "Merry Christmas" to all our readers.

* * *

INCREASES AND decreases in business from year to year should be closely analyzed for exact reasons.

* * *

THE CLERK who is always afraid he will earn more than he gets is pretty apt to be getting more than he earns.

* * *

THE OPEN SEASON for resolutions is at hand. A few good ones can be kept more easily than a dozen trifles.

* * *

NOW THAT THE year is drawing to a close, a retrospect of the twelvemonth is as necessary as plans for the future.

* * *

LET US PREDICT that a year hence, Christmas will be celebrated in actual Peace on Earth and Good Will among Nations.

* * *

RETAILERS of every town should keep on friendly terms with the newspapers. Frequently they can be of great service to the merchants.

* * *

IF THE TURKEY is going to trot to the tune of 30 cents per pound retail, it is likely the goose-step will be more in evidence for the festive season.

* * *

HONEY MEN are advised to advertise—a sweet job for the man who writes the copy; and if the spirit of the insect that makes the honey is in the writer it will be a busy one too.

* * *

THE CONSUMPTION of sugar in the United States is 87 pounds per capita. That means that each man, woman and child in that country consumes in some form or another, 87 pounds of sugar each. The Canadian consumption of imported sugar as shown in a recent article is 84 lbs. per capita, although the previous year it was 88.



THRO' OTHER SPECTACLES



Government Price Fixing

The Grocer, London, Eng.

Recently we called attention to an agitation which had been carried on in Dublin in opposition to the action of the local grocers' association in regard to retail prices. Now the House of Commons has been asked by Mr. Byrne, the member for Dublin Harbour, to consider the desirableness or otherwise of setting up a commission to investigate the prices charged for food and fuel in Dublin, and to invest such commission with powers to fix a fair standard of prices from month to month. This is very similar to the suggestion that had been previously put forward by a certain section of the community, consisting of so-called Socialists and other organizations closely allied to such movements. The nation has had an opportunity of learning by experience the effect of such attempts at price-fixing in the matter of food. The members of the Royal Commission on the sugar supply, as our columns very eloquently testify, have, for the past six months, been showing "how not to do it." They furnish a striking illustration of the unwisdom of leaving matters of domestic concern of this description to bodies composed of gentlemen who, however eminent they may be in their own professional careers, and however estimable in private life, show a lack of practical knowledge of the trade with which they are interfering which misleads the public and penalizes the trader.

For the past twelve months grocers have cheerfully borne the enormous inconveniences to which they have been put in the handling of their businesses under war conditions. They have found the utmost difficulty in obtaining their goods, whether by sea or land; the market fluctuations have been most marked and irregular; and the Government by stepping in with a monopoly of the importation, manufacture and distribution of sugar made it well-nigh impossible for grocers to handle sugar with any satisfaction to themselves, and with but little advantage to the public. All these altered conditions have placed grocers in a most unsatisfactory position so far as expenses are concerned. They have gladly released their men for national service, and have introduced substitutes of a very imperfect character; they find expenses rising in many ways, and profits correspondingly decreasing; and if, on top of this, the Government were to

entertain a proposal to fix retail prices for the goods sold in grocers' shops we believe it would make trade almost impossible. It is necessary to direct attention to the matter, because we were told not very long ago by the president of the Board of Trade that he was considering the question of the publication of wholesale prices.

* * *

War Prices for Sardines

Fishing Gazette, New York.

Importers in New York are inclined to look hopefully toward England for the solution of the perplexing problem of how to get sardines from abroad at prices that are not prohibitive. The latest order of the British Admiralty seems to carry a promise of at least a supply of fair-priced sardines.

According to a reliable source, England has put a ban on coal and will not supply it except to purchasers who are willing to sign agreements that the combustible will not be used in vessels engaged in trade with central European countries, or in vessels or other freight carriers engaged in the shipment or transportation of materials (foods included) to the Austro-German countries.

It is generally known that a great quantity of the sardines from Norway have found their way to German consumption in the fresh state and that a major portion of the pack has been sold to German buyers for the use of soldiers in the field. The American markets have been practically ignored, according to a well-posted importer, because our trade has not been willing to pay the inflated war price.

* * *

Panama Canal Troubles

Rochester Post Express.

How little the uninformed citizen understands the difficulties facing the engineers who have to undo the work of nature in the Canal Zone, is shown by the multitude of suggestions relative to the recent slides in Culebra cut. One person suggests the plastering of the sides of the canal with concrete. Another suggests binding the banks by planting willow trees, as is done along the dikes of Holland and also along the lowlands of the Mississippi. Colonel Goethals says the only cure for the slides is to keep digging out until there is no more earth left in the flanking hills to slide. If the earth rolled down the hill into the canal, like an ordinary land-

slide, the problem would be comparatively simple, but the slides do not resemble a washout. They are, as the engineers explain, a shifting of many acres of soil, sometimes forty feet deep, due to the pressure of hilltops upon their bases, weakened by the canal excavation. This pressure of the hills, it is said, often forces the bed of the canal upward to a height of twenty feet, the pressure acting as a lifting force. Obviously concrete facings would have no effect.

* * *

Civilized by Tea

The Scottish Trader

How the vast areas of Assam have been transformed from jungle to well-cultivated plantations by the development of the tea trade was described by Sir John D. Rees, M.P., and Mr. A. E. Duchesne, at a recent luncheon at the Savoy Hotel. Twenty-five years ago Assam was a mass of jungle and impenetrable forests, inhabited by head-hunters. Now the forests have disappeared, and coolies, civilized and industrious, have replaced the savage hunters. "Tea is a great bond between India and the mother-country," said Sir John Rees; "England is the greatest tea-consumer in the world. She looks to India to supply much of the beverage that is now a necessity. India relies on England as a customer. Herein is the great bond of necessity between the two Empires." The Government of India, he explained, financially assist tea culture. The industry is run by Britishers, worked by them, exported by them, and dependent on them. For this reason India tea, he urged, should take preference to the Chinese blend for British consumption. There was more tannin in red wine than in any blend of tea, he observed, and then went on to show how erroneous is the idea of British employers being harsh towards coolie employees, and in this connection he gave an interesting reminiscence. Some years ago a couple of coolies, of whom he knew something, fell ill, and coolies had a habit of falling ill rather frequently. Their masters took them off work, nursed them, and on their recovery asked them to go back to work, but the spoilt pair fell on their knees, exclaiming, "Oh! after you have treated us like your own children, surely you do not expect us to work!"



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

Perry & Sanders, grocers and fish dealers, Port Maitland, N.S., have registered.

Perfection Canning, Limited, is a new firm organized in Cowansville, Que. Capital stock is \$250,000. J. E. A. Dezelles, broker, and a number of farmers are among the provisional directors. A federal charter has been granted the company.

Ontario

L. Emrie has opened a grocery store in Tillsonburg, Ont.

Arthur Bell, grocer, Hamilton, Ont., has sold to Festing Bros.

P. C. Peck, general merchant, Minden, Ont., has joined an overseas battalion.

The stock of Kerr's grocery, London, Ont., has been sold to Albert H. Taylor.

Roy Ludwig, clerk for H. Soward, general merchant, Minden, Ont., has enlisted for duty at the front.

The Hamilton, Ont., Travelers' Patriotic campaign is likely to bring in more than the amount aimed at—\$25,000.

I. N. Kaufman, formerly of Kaufman & Umphrey, dry goods merchants, Port Arthur, Ont., has purchased the general store business of Alex. Finlayson, Port Dover, Ont.

The merchants of Walkerville, Ont., held their annual banquet last week. "Retail Merchants and Salesmen," was the subject of an address by E. C. Howe, of Detroit, Mich. A good time was had by those who attended.

Lieut. John Edmonds, son of John Edmonds, of the Christies, Brown Co., has left Toronto to join the Royal Naval Air Service. Before leaving he was presented with a military wrist watch by friends in Toronto.

J. A. Millen, Hamilton, Ont., who has been in the accounting department of E. D. Smith & Son, Winona, Ont., for the past ten years, has been appointed a captain of the 129th Wentworth County Battalion. He was presented with a cane and traveling bag by the office staff on his departure for military duty. Senator Smith made the presentation.

G. R. French, of Benson & French, grocers, St. Catharines, Ont., has just returned from an enjoyable visit to London, England. The voyage back on the St. Louis, he states, was very rough. The eight weeks' holiday, however, was very beneficial to Mr. French, whose health previously was not of the best. During his stay he compared grocery prices and

found those in London, England, very much higher than in Canada.

Western Canada

R. C. Cummins, general merchant, Dummer, Sask., has sold to John Tentitt.

H. Thompson, grocer, Winnipeg, has sold Sargent Ave. branch to Geo. C. Smith.

George C. Walker, office manager for W. H. Escott Co., Ltd., wholesale grocers, Winnipeg, has enlisted in the 53rd Battalion for active service.



F. P. BENTLEY,

who at last meeting of Grocers' Section R.M.A., Toronto branch, was elected secretary for 1916.

E. B. Frost, of the Ogilvie Flour Mills Co., Ltd., Winnipeg, has been elected a member of the board of directors of the Canadian Credit Men's Association.

Lieut. Pressley, who was employed as a bookkeeper by the Matthews-Blackwell Co., Ltd., Winnipeg, has been killed in action. He enlisted in the ranks of the Canadian Grenadiers last year.

The most important business block in St. Boniface, Man., was destroyed by fire recently, the damage amounting to \$50,000. The biggest loser was L. J. Collins, wholesale and retail grocer, who suffered \$20,000 loss.

It is proposed, during Bonspiel Week, at Winnipeg, which is held in February, to hold a pure food show and home products exhibition. A committee consisting of W. G. Chase, N. J. Breen, and Jas. McDiarmid, will have charge of the matter.

The grocers and travelers of Winnipeg, held their first meeting last week regarding the coming bonspiel, and a committee was appointed to make the best arrangements to get down to business earlier than usual.

L. J. Mylius, Winnipeg, manager of the National Drug & Chemical Co., has been elected president of the Canadian Credit Men's Association in succession to W. L. Helliwell, who has moved from Winnipeg to Montreal.

Mason & Hickey, manufacturers' agents, Winnipeg, are holding their usual convention the week beginning Jan. 3rd., and will bring all their travelers in for that occasion. A number of representatives from eastern firms will be present to discuss their lines with the travelers.

Wholesalers in the Moose Jaw, Sask., district are complaining of inadequate service in heated cars between Gravelbourg and Moose Jaw and Bengough and Moose Jaw. At present time only one heated car each week is operated between these points, and it is pointed out by wholesalers that at least three are necessary. Last week, for instance, considerable perishable freight could not be handled, and had to be left over for this week.

The Retail Merchants' Association of Vernon, B.C., is holding a Christmas window dressing contest. The windows will be judged as follows:—The most artistic windows, 5 points; the best trade display, 5 points; the most original window, 5 points; the most arresting, from advertising view point, 5 points; maximum points, 20.

Vernon, B.C. retail merchants, recently held their annual meeting and elected officers. F. W. Rolston, secretary, submitted his resignation as he has secured an appointment at the City Hall. J. M. Freymuth was appointed secretary in place of Mr. Rolston.

The following members were elected to the executive for the coming years: President, L. J. Ball; vice-president, T. Robertson; other members of the executive: Mr. Foss, C. C. Smith, Mr. Galbraith, Mr. Pollock, Mr. Anderson, and Mr. Curtis. After discussion it was decided to effect a general reduction in the fees charged, on the presumption that more members could be secured at a smaller fee. It was also decided to move the office from Ellison Block to 30 Mission street.

Nearly a Famine in Christmas Lines

Peels, Almonds and Filberts Cleaned Up—Currants Still “on Their Way”—Future of Sugars Uncertain—Bean Situation Still Unrelieved—Rice Higher in Montreal—Some Interest in Possible Tea Tax—Baked Bean Prices Strong.

Office of Publication, Toronto, Dec. 23rd, 1915.

THERE are only two topics of conversation in the grocery market these days; one is as to the price of turkeys, and the other is as to situation in Christmas goods, like dried fruits, nuts, etc. With regard to the former, it looks now as if there is a genuine shortage of turkeys. Prices advanced a couple of cents early this week and may be up another couple by Friday. General opinion seems to favor this and though it is by no means certain, everything is pointing that way. Last year, it will be remembered, two weeks before Christmas, turkeys were selling at something like 2c under the price assumed two or three days before Christmas. The price was low, suddenly got higher, then lower again, and then finished up high; although in the last few hours of public buying, turkeys slumped again. This Christmas it is different. Prices were fairly high last week and are high still this week, and while there are, of course, a lot of turkeys, there does not seem to be the same plentitude there was last year. Farmers say they are not holding any back. They say they really have not got them to bring into the market. Anyway, be that as it may, prices are higher this year and may, as we say, touch another couple of cents even yet. The public is almost sure, at any rate, to pay about 30c and possibly more than that.

CANADIAN GROCER has been amongst the prophets and what was said weeks ago with regard to currants has come true. The shipments from the delayed “Frixas” are filtering into the market. While they will be in time for the last-minute trade in the cities, it is debatable whether they will get out to the country retailer in time for him to make good with his customers. Retailers have been waiting some months altogether, for currants for Christmas, and have been assured again and again that these would be along in time. So they would have been if the exporters and wholesalers had had their way. But one cannot control ocean conditions during war time, and the hold-up has been alike a misfortune and a matter for regret for both wholesaler and retailer. Some wholesalers have been lucky and got shipments in by other boats. But the majority seem to have been expecting stuff in on the “Frixas” and probably they are just as disappointed as their clients, the retailers, who in turn have had to tell the customer, very sorrowfully, that they really haven’t got the new currants.

The wholesale market this week is just one grand, big clean up. Shelled almonds, filberts, all peels, seedless raisins—these are all exceptionally firm and in every case, excepting in the last one, they have been just about cleaned up. Peels have been particularly in demand it seems by the retailers and repeat order after repeat order has been sent in, but it has not been found able to fill it in all cases.

As an index to the better state of trade, it may be said that although retailers bought fairly heavily a few weeks ago, there has been a great big rush of repeat orders. A great many of these have not been filled because of the inability of the wholesalers, but it is a good index to the state of trade and the state of public buying, as well as to the strength of the retailers’ business that these repeat orders have been coming in.

QUEBEC MARKETS

Montreal, Dec. 23.—The Christmas trade which is now practically over has on the whole been good. Holiday lines have met with good demand with the exception of the more expensive luxuries and altogether there appears to

be general satisfaction; certainly there is a marked improvement over year ago. A number of price changes are recorded and, as has been the general tendency since the outbreak of the war, these are in an upward direction.

As indicated in last week’s report,

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Flour market steady; domestic demand exceptional.
Rolled oats unchanged.
Feeds strong; demand good.
Shorts up a dollar.
PRODUCE AND PROVISIONS—
All lines provisions steady.
Hams and bacon in big demand.
Creamery butter up another cent.
Cheese firm and steady.
Good trade for storage eggs.
Poultry in big demand, especially turkeys.
FISH AND OYSTERS—
Advent trade disappointing.
Frozen fish market weak.
Oysters very scarce and demand is good.
FRUITS AND VEGETABLES—
Valencia orange market strong; navel easier.
Spanish Valencias arrive.
Market bare of lemons, which advance about \$1.00.
Curly and head lettuce up.
California cauliflower, \$3.75.
GENERAL GROCERIES—
Rices up 30 to 45 cents.
Beans still scarce and high.
California dried fruit market strong.
Filberts and marbobs up.
Shelled walnuts and almonds scarce.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Flour very firm.
Export demand big factor.
Rolled oats strong.
Feeds show no change.
FISH AND OYSTERS—
Shrimps selling well.
Scarcity of haddock.
Cod and haddies short.
Oysters getting cleaned up.
PRODUCE AND PROVISIONS—
Some meats lower.
Decline in lard prices.
Butter firmer and higher.
New laids advance sharply.
No change in cheese.
Turkey to be high.
Geese plentiful enough.
FRUIT AND VEGETABLES—
Big trade in apples.
Navel oranges decline.
Tangerines selling well.
Christmas trees cheap.
Same applies to holly.
Cranberries selling freely.
Carrots and celery higher.
GENERAL GROCERIES—
Sugar market uncertain.
Teas might be higher.
Currants in demand.
Shelled almonds cleaned up.
Shortage in peels.
No change in spices.

MANITOBA MARKETS.

FLOUR AND CEREALS—
Flour firm at \$6.40.
A further advance in flour expected.
Cornmeal jumps to \$2.35.
Rolled oats quoted \$2.10-\$2.15.
Feeds slightly cheaper.
PRODUCE AND PROVISIONS—
Lard prices about the same.
Breakfast bacon cheaper.
Butter prices high.
Egg market very firm.
FISH AND OYSTERS—
Receipts of fish good.
Turkeys scarce at 15c.
Good demand for oysters in West.
GENERAL GROCERIES—
New currants arriving.
Package dates scarce for Xmas.
Canned goods moving fair.
Prune market a little easier.
Stiffening on seeded raisin prices.
Japanese beans being imported.
Peas down to \$2.65 per bushel.
Stronger rice market.

there has been a material advance in price of rice—from 30c to 45c on the Mount Royal list, according to variety. The upward movement appears to be largely due to the increased cost of ocean transportation, while the Indian market continues firm. An advance of 2c has been made in evaporated apples and as these now compare with evaporated peaches at 8c, the indications are that there will be a good demand for latter. Filberts and Marbots are 1c higher in the local market where there has been new buying in certain quarters in the wholesale trade.

Shipments of currants from Greece by the "Frixas" have not yet been received in this market and there has been considerable disappointment owing to damage being done by sea water. Altogether it was fortunate that there were shipments from other sources last week which helped out to some extent.

The situation as regards molasses has been further complicated by reports to the effect that there is difficulty in securing boat space for shipments, and this promises to delay arrival of supplies expected during December and January. Supplies will be pretty well exhausted by February, and if new stocks do not arrive high prices are likely to prevail. The shortage of good beans has not been relieved and, on the other hand, there has been a decline in Michigan receipts owing to light supplies in American market. The difficulty of securing high-class materials seems likely to result in higher prices for canned baked beans.

Castor oil has been gradually advancing and is now selling from 22c to 25c a pound for second pressure.

SUGAR.—There have been no changes in the price quotations on refined but the raw market has recovered considerable strength and is firm in contrast with the easiness noted in last report. Wholesalers had expressed themselves conservatively to the effect that the next change in price in this market would probably be a decline, but in view of the change referred to, this does not now appear probable in near future.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. cartons	6 95
Extra Ground Sugars—		
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Yellow Sugars—		
No. 1	6 25
Dark yellow	6 05
Bright yellow, bbls. only, cwt.	6 50
Powdered Sugars—		
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Paris Lump—		
100 lb. boxes	7 25
50 lb. boxes	7 35
25 lb. boxes	7 55
Crystal Diamonds—		
Barrels	7 25
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

DRIED FRUITS.—No shipments of Greek currants from the "Frixas" have

as yet been received and this bears out the forecast of last week that those who were depending on these supplies would probably be "left." It is, therefore, fortunate that there were other arrivals last week as these helped out the holiday trade when there would otherwise have been a serious shortage. Supplies from the "Frixas" are expected to come forward in the course of a few days, but there are reports to effect that there has been considerable damage done to portions of the cargo by sea water; this will have effect of inconveniencing jobbers in filling deferred orders as the holiday demand has had result of depleting stocks on hand, dependence having been placed upon these new arrivals. There has been a good demand for various dried fruits throughout holiday season, but it is expected there will now be a lull until February. On account of high price prevailing for evaporated apples, it is believed there will be a fair demand for California peaches and prunes; evaporated apples are now being quoted at 11-11½c and evaporated peaches at 8c. All California fruits are firm in price for while there have been no advances locally there are higher quotations in force on some lines at point of shipment.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 11½
Apples, choice winter, 50-lb. boxes	0 10
Apricots	0 14
Nectarines, choice	0 11½
Peaches, choice	0 08
Pears, choice	0 13½

DRIED FRUITS.		
Candied Peels—		
Citron	0 22
Lemon	0 20
Orange	0 19
Currants—		
Filiatras, fine, loose, new	0 11½
Filiatras, packages, new	0 12½
Dates—		
Dromedary, package stock, old, pkg.	0 09
Paris, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal., fancy, table, 10 lbs.	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11½
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster	3 75
Muscatsels, loose, 3-crown, lb.	0 08½
Muscatsels, 4-crown, lb.	0 09½
Cal seedless, 16 oz.	0 10½
Fancy seeded, 16 oz. pkgs.	0 10
Choice seeded, 16 oz. pkgs.	0 09½
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEA.—Despite the talk being heard in the trade to the effect of the probability of there being a substantial tax on tea in the next Dominion budget—both 10c and 20c have been mentioned—there appears to be little interest on the part of the retailer in securing stocks. However, this is not necessarily an indication that a tax is probable or that the retailers do not recognize this. Just at present all attention is being given to

Christmas business and there will be time for the consideration of the other matter after the rush is over and before the new budget is brought down. Buying much tea ahead, anyway, is not good business.

SPICES.—Although there has been a little less activity in spices with the approach of Christmas and business shifting to other lines, the market has held its firm tone. There are indications in some quarters that advances may be made in the near future.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice 0 16 0 69 0 23
Cassia 0 22 0 89 0 29
Cayenne pepper 0 28 0 35
Cloves 0 28 1 05 0 35
Cream tartar—50c.
Ginger, Cochin 0 22 0 29
Ginger, Jamaica 0 23	1 00—1 15 0 31
Mace 0 80 1 00
Nutmegs 0 40 2 40 0 75
Pepper, black 0 22	0 90—1 00 0 29
Pepper, white 0 30	1 15—1 20 0 37
Pastry spice 0 22	0 95—1 20 0 29
Pickling spice 0 14—0 16
Turmeric	0 21—0 23

Lower prices for pails, boxes or balters when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 13
Dutch	0 20
Cinnamon, China, lb.	0 14½
Mustard seed, bulk	0 19
Celery seed, bulk	0 36
Cayenne chillies	0 35
Shredded coconut, in pails	0 18½
Pimento, whole	12-15

NUTS.—In the local market there have been increases in filberts and walnuts (Marbots). Prices have been advanced 1c in each case, both now being quoted at 14½c to 15c. The changes are due to recent changes in primary markets. Shelled walnuts and almonds are reported as being scarce and firm in price.

Almonds, Tara, new	0 17½	0 18½
Grenobles	0 15	0 16
Marbots	0 14½	0 15
Shelled walnuts, new, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Sicily filberts	0 14½	0 15
Filberts, shelled	0 24	0 24
Pecans, large	0 20	0 21
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 08½	0 12

RICE.—The probability of an advance in rice, as indicated in last report, has been confirmed in an increase of from 30 to 45c—practically all lines being affected. The Mount Royal Milling Company has announced new prices as quoted below, Rangoon B now being \$4.20 and "C C" \$4.10, the former indicating an advance of 30c and the latter 45c. The company states that the change is due almost entirely to the extreme conditions prevailing as regard to transportation. Charges at present time are from four to five times normal. In some cases the freight charge is greater than the actual cost of the raw material. Primary markets remain firm.

Rangoon Rice—		Per cwt.
Rangoon, "B"	4 20
"C.C."	4 10
India bright	4 35
Lustre	4 40
Fancy Rice—		
Mandarin, Patna	4 30
Pearl	4 75
Imperial Glace	5 40
Sparkle	6 00
Crystal	5 00
Snow	5 20
Ice drips	5 30
Java Ono	6 50

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna	Per lb.
Bags, 54 lbs.	0 06½
Half bags, 112 lbs.	0 06½
Quarter bags, 56 lbs.	0 06½
Velvet head Carolina	0 09 0 10
Maico, brown	0 06½ 0 07
Tapioas—	
Pearl, lb.	0 07 0 07½
Seed, lb.	0 07 0 07½

MOLASSES AND SYRUPS.—There is reported to be a great deal of trouble in getting space on boats and this may make it difficult for some importers to get shipments through as early as had been hoped. In this connection it is pointed out that one refiner has brought supplies of raw sugar to New York, and this step may also be taken with molasses. Also rains have delayed harvesting and those who have been looking for early shipments may be disappointed. Indications are that by February present supplies will be absolutely exhausted, and this will mean that if there are not liberal supplies in January, price seems bound to continue high. On account of continued high position of the molasses market, corn syrup is maintaining an increased demand.

	Fancy.	Choice.
Barbadoes Molasses—	Island of Montreal.	
Punchons	0 58	0 48
Barrels	0 61	0 51
Half barrels	0 63	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3¼c; ½ bbls., 4c; ¼ bbls.	0 04½	
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4¼c; ½ bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 00	

COFFEE.—Dealers report a brisk demand for coffee. This is a contrast to the conditions usually prevailing during last few months of the year, and there is noted marked improvement over corresponding period of 1914. Quotations are unchanged and generally steady.

Coffee—	
Plantation Ceylon	0 32
Java	0 32
Arabian Mocha	0 34
Guatemala	0 26
Mexican	0 25
Maricao	0 22
Jamaica	0 22
Santos	0 19
Rio	0 15
Chicory	0 14

DRIED VEGETABLES.—Difficulties continue as regards securing supplies of good beans. Following the poor showing of Ontario output, there have been considerable imports from Michigan which have relieved situation to some extent. However, recently there has also been some difficulty in this quarter as the American crop has not been up to expectations and supplies are light there also. Outlook is that although some twenty-five cars have already come over the border, future supplies from this source will be small. Quotations remain unchanged on the 3-lb. pickers following advance of last week, but prices are strong.

Beans—	
Canadian, 3-lb. pickers, per bushel	4 20 4 35
Yellow eyes, per bushel	4 20
Lima, per lb.	0 08 0 08½

Peas, white soup, per bushel	3 00 3 25
Peas, split, bag, 98 lbs.	5 50
Barley, pot, per bag	3 00
Barley, pearl, lb.	0 44½ 0 05

CANNED GOODS.—Although the market is generally firm and seasonably quiet, it would not be a surprise if there was an advance made in the price of canned baked beans. Owing to poor quality of many Ontario beans and the difficulties in getting good high-class supplies for canning purposes, it would appear that it will be necessary to raise prices.

ONTARIO MARKETS

Toronto, Dec. 23.—"The best way to sum up the situation," said a wholesaler, "is by the single phrase, 'Famine on Front Street.'" Everything in the Christmas line seems to be just about cleaned up. That's what it looks like. Peels, unpopular, comparatively speaking last year, were demanded loudly this. Shelled almonds were never plentiful, and there has been a big rush for what there were. Filberts, too, have been eagerly snapped up.

The currant situation, of course, is the chief topic of conversation. A few shipments from the "Frixas" were in town this week, but it's pretty late for retailers here, and later still for out-of-town grocers. The whole currant situation has been unfortunate, though obviously unavoidable.

Christmas business has been good, much better, it is agreed on all hands, than expected. Collections, too, have been much better, even in the cities. They never suffered much in the country towns at any time.

The tea and sugar markets will both bear watching. Some people see possibilities of unusual developments, and we commend our detailed markets relative to these lines to your careful attention.

SUGAR.—There is nothing immediately interesting in the situation. Prices are unchanged: so are market conditions, as they affect the present. But the future market is worth attention. There seems to be a lot of heavy buying for January and February, and this might be an indication that the Cuban crop, when it does come along, will not work wonders in easing the market. This heavy buying certainly seems to be proceeding, and it is what the Scotchman would call a "suspicious circumstance." One dealer said he would hate to sell short.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31

Crystal Diamonds—	
Barrels	7 25
100 lb. boxes	7 50
50 lb. boxes	7 66
Cartons (20 to case)	8 01
Cartons (5 to case)	8 91
Crystal Dominos, cartons	8 36
Paris Lumps—	
100 lb. boxes	7 36
50 lb. boxes	7 56
25 lb. boxes	7 56
Yellow Sugars—	
No. 1	6 21
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The market reflects a firmness in tone, and even common grades are higher. One or two people, discussing the situation, said, while they wouldn't want to predict anything, they thought the market might be reverting to firmness and advancement. They based their views on fact that we had had a period of easier levels, but that such fundamental conditions as heavy Russian and French buying still remained, while good quality teas were still hard to get.

DRIED FRUITS.—Christmas almost here at time of writing, and lots of retailers haven't got their currants yet. This is nobody's specific fault, unless it be that of the King of Greece, who recalled the "Frixas" twice, when she should have been on her way over here. Still, the fact remains that a great many retailers are minus new currants, and may be minus them right up to Christmas Day. Some shipments came to Toronto this week, and they will thus be just in time for eleventh-hour buying; but how are they going to get out to the country retailers in time? The whole mix-up has been unfortunate. Nobody could rightly have forecast it. Some wholesalers have been better off, and their customers as a consequence, because they placed three or four different orders for shipment on different boats.

Malaga blue raisins have been pretty well cleaned up, and there are few around. Seedless are firm at quoted levels. Seeded have escaped a little, though they have felt a good demand, too.

Peels are practically cleaned right up on wholesale market. It isn't a question of what the price is; simply they can't be had, whatever price is asked. Prunes and dates show no appreciable change. The latter have done a good trade.

California figs have been cleaned up, just as were gingsnas before them.

By the way, while it is true there are no English peels in boxes, Italian peels in 14-pound drums can be had.

There is some talk of an advance in raisins at first of the year.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 25	0 27
Currents—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
Cleaned, ¼ cent more.		
Dates—		
Pails, choicest, 12-lb. boxes	0 09½	0 10
Pails, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 08
Hallowees	0 07½	0 08

CANADIAN GROCER

Prunes—		
30-49s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 09
80-90s, 50-lb. boxes	0 08½	0 08½
90-100s, 50-lb. boxes	0 07½	0 08½
Peaches—		
Choice, 50 lb. boxes	0 06½	0 07½
25 lb. boxes ¼c more.		
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09½	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	

NUTS.—Shelled almonds have felt a rush demand at last minute, and as stocks were so low price advanced by a couple of cents to 45-46. Shelled walnuts, although there have been ampler supplies, have been greatly in demand, and they are also slightly higher at 41 cents. Filberts are just about cleaned up.

Almonds and Brazils and shelled pecans are all firm on Christmas buying.

In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 15	0 16
Brazils, large, washed, new	0 20	0 22
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 14	0 15
Peanuts, Jumbos, roasted	0 13½	0 14½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 45	0 46
Filberts	0 35	
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 40	0 41

SPICES.—There is no appreciable change in conditions this week. The market rules steady with a fair to middling all-round demand. Peppers in particular are called for.

Spices—		
Allspices, ground	Compound, per lb.	Pure, per lb.
Allspices, whole	0 10	0 16
Cassia, whole	0 21	0 25
Cassia, ground	0 14-0 16	0 22-0 30
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 30-0 38	
Cloves, ground	0 18-0 22	0 30-0 37
Cream of tartar	0 48-0 50	0 48-0 52
Curry powder	0 30-0 35	
Ginger, Cochin	0 15-0 17	0 18-0 22
Ginger, Jamaica, ground	0 18-0 21	0 25-0 32
Ginger, Jamaica, whole	0 28	0 32
Ginger, African, ground	0 14-0 18	
Mace	0 90-1 00	
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s		0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins		0 50
Pastry spice	0 22-0 25	
Peppers, black, ground	0 14-0 18	0 20-0 25
Peppers, black, whole	0 21-0 25	
Peppers, white, ground	0 19-0 24	0 34-0 36
Peppers, white, whole	0 34-0 36	
Pickling spice	0 16-0 20	
Turmeric	0 18-0 20	

COFFEE.—The activity in Bogotas has settled again pretty well, and the rest of the list are ordinarily busy, with little feature.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 36
Maracaibo, lb.	0 22	0 25
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 15	0 17
Santos, lb.	0 21	0 23
Chicory, lb.	0 12	0 14

BEANS.—Once more there is no relief to report, and high levels are maintained.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 25

RICE AND TAPIOCA.—Feature of this market is the strength of tapioca in the primary market. A letter from New York offering shipments, quotes

them as subject to changes. "market tending higher." There has already been a clean advance of one cent.

The trade is buying rice to customary extent. The Montréal Milling Co. is advancing rice prices.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	

CANNED GOODS.—Again there is no activity of a special sort to record. This market is quiet, all interest being concentrated on dried fruits, etc. But higher prices are said to be in the offing, when trade picks up in January.

Salmon, Sockeye—		
1 lb. talls, cases, 4 doz., per doz.	2 52½	
1 lb. flats, cases 4 doz., per doz.	2 72½	
½ flats, cases 8 doz., per doz.	1 57½	
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	0 90	
Pinks, 1-lb. talls	1 20	
Cohoos, 1-lb. talls	1 45	
Red Springs, 1-lb. talls	2 00	
Humpback, ½-lb. tins	0 50	

Canned Vegetables—		
Tomatoes, 3's	1 12½	1 17½
Peas, standards	0 97½	
Early June peas	0 97½	
Extra sifted peas	1 47½	
Corn, 2's, doz.	0 97½	

Fruits—		
3's Apples, Standard	1 05	
3's Apples, Preserved	1 20	
Gals. Apples, Standard	3 50	
Gals. Apples, Preserved	4 25	
2's Blueberries (Huckleberries), Standard	1 55	
2's Blueberries (Huckleberries), Preserved	1 90	
Gals. Blueberries (Huckleberries), Standard	6 50	
2's Cherries, Red (pitted), light syrup	1 50	
2's Cherries, Black, pitted, heavy syrup	1 90	
2's Cherries, Black, not pitted, heavy syrup	1 55	
2's Cherries, Red, pitted, heavy syrup	1 90	
Gals. Cherries, Red, pitted	8 50	
Gals. Cherries, Red, not pitted	8 00	
2's Cherries, White, pitted, heavy syrup	1 90	
2's Cherries, White, not pitted, heavy syrup	1 55	
2's Currants, Black, heavy syrup	1 50	
2's Currants, Black, Preserved	1 80	
Gals. Currants, Black, Standard	5 25	
Gals. Currants, Black, solid pack	8 25	
2's Currants, Red, heavy syrup	1 50	
2's Currants, Red, Preserved	1 80	
Gals. Currants, Red, Standard	5 25	
Gals. Currants, Red, solid pack	8 25	
2's Gooseberries, heavy syrup	1 50	
2's Gooseberries, Preserved	1 80	
Gals. Gooseberries, Standard	7 25	
Gals. Gooseberries, solid pack	8 50	
2's Grapes, White, Niagara, Preserved	1 50	
Gals. Grapes, White, Niagara, Standard	3 50	
2's Lawtonberries (Blackberries), heavy syrup	2 00	
2's Lawtonberries (Blackberries), light syrup	1 50	
2's Lawtonberries, Preserved	2 25	
Gals. Lawtonberries, Standard	7 00	
2's Peaches, White, heavy syrup	1 50	
2½'s Peaches, White, heavy syrup	1 90	
3's Peaches, White, heavy syrup	2 40	
1's Peaches, Yellow, heavy syrup, talls	1 25	
1½'s Peaches, Yellow, heavy syrup	1 50	
2's Peaches, Yellow, heavy syrup	1 90	
3's Peaches, Yellow, heavy syrup	2 20	
3's Peaches, Yellow, whole, heavy syrup	2 20	
3's Peaches, Pie, not peeled	1 75	
3's Peaches, Pie, peeled	1 75	
Gals. Peaches, Pie, not peeled	3 25	
Gals. Peaches, Pie, peeled	5 00	

MANITOBA MARKETS

Winnipeg, Dec. 23.—During the past few weeks business has made immense strides; in fact, in many respects has got back to normal. The larger towns remain quiet, but things are exceptionally good at country points. Threshing continues, and only a portion of the big crop has been shipped. Merchants in town this week state that they have been sent down by their Boards of Trade to try and secure cars in which to ship the grain. As an example of what is happening in the West, the town of Herbert, Sask., this year raised 3,000 cars of wheat, and only 1,500 cars have been

shipped. Each car represents a thousand and dollars. Last year Herbert only raised 30 cars, and all this was taken by the local miller. Wholesale grocers and jobbers in other lines of business unhesitatingly admit that a big change has taken place in the country districts, and that business is coming forward satisfactorily.

Some difficulty has been experienced by both wholesalers and retailers in securing merchandise for the Christmas trade. Some of the jobbers did not anticipate such a rush, and result is, some houses have supplies of one line and some another, and prices are erratic. In the case of certain lines, there has been almost a famine. Stuff is coming forward now, but rather late for the Christmas trade. Currants, for instance, are arriving, but not in time for the Christmas pudding. Package dates have been practically unprocurable, and many dealers had to be satisfied with bulk dates. Peels, too, were inclined to be scarce, especially lemon. For a long time peel shipments have been coming through in dribbles.

Canned goods are moving fairly well, but conditions are reversed this year; they are now on the up-grade, whereas a year ago they were getting cheaper. Evaporated apples are reported high.

SUGAR.—During the period in which sugar advanced, most of the retailers in Winnipeg and the West bought fair stocks, and business is now on a hand-to-mouth basis, the impression being that the market will decline. The representative of an Eastern refiner says he does not anticipate any further advances, and believes that the market will keep at its present level for some time. That, of course, depends upon the raw sugar market. In maple syrups and sugar, business is not what it used to be, but is improving now that farmers have money to spend freely. However, even though demand picks up, stocks will be hard to procure. As for maple sugar, prices are in the clouds, and the stuff is scarce. From now until spring there is a demand for corn and cane syrups, and orders are coming in plentifully, especially as molasses is high. Fancy Barbadoes is quoted at 70c, choice at 63c, and New Orleans at 36-37c per gallon.

Sugar, Eastern—		
Standard granulated	Per cwt. in sacks.	7 35
Extra ground or icing, boxes		8 20
Extra ground or icing, bbls.		8 00
Powdered, boxes		8 00
Powdered, bbls.		7 50
Hard lump (100 lb. case)		8 30
Montreal, yellow, bags		6 95
Sugar, Western Ontario—		
Sacks, per 100 lbs.		7 30
Halves, 90 lbs., per cwt.		7 40
Bales, 20 lbs., per cwt.		7 40
Powdered, 50s		8 65
Powdered, 5s		8 55
Icing, barrels		8 70
Icing, 50s		8 75
Cut loaf, barrels		8 10
Cut loaf, 50s		8 35
Cut loaf, 25s		8 50
Sugar, British Columbia		
Extra standard granulated		7 25
Bar sugar, bbls.		7 50
Bar sugar, boxes		7 25

CANADIAN GROCER

Long sugar, 10-lb. boxes	7 70
Long sugar, 25-lb. boxes	7 95
H. P. lumps, 100-lb. casks	8 20
H. P. lumps, 25-lb. boxes	8 45
Yellow, in bags	6 95

Corn Syrup—	
25, per case 2 doz.	2 63
50, per case 1 doz.	2 98
100, per case 1/2 doz.	2 84
200, per case 1/4 doz.	2 87
1/2 barrels, lb.	0 04 1/2

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, fancy	70
Barbadoes, choice	63
New Orleans	37

DRIED FRUITS.—Many of the wholesalers did not anticipate the demand of three weeks ago, and were caught with too small stocks. However, stocks are in good shape now, although rather late, but values remain good. Three or four weeks ago the demand for dried fruits was so exceptional there was a stampede and California was flooded with orders. These were unable to be filled for a month, and are only just now arriving. Nearly all prices are higher except prunes, which are a little easier this week. The demand for prunes is heavy, as it is for all dried fruits, due to scarcity of apples. Evaporated apples are bringing 10 3/4c per lb., which is exceptionally high; on the other hand, peaches are selling for 6 1/2c per lb. for choice 25's, which is only about one-half the price of apples. There has been a stiffening on all seeded raisin prices, and it is expected there will be no slackening off after Christmas. Only one car of Valencias reached Winnipeg this year, the price of which is almost prohibitive. The following are quotations on Valencias:—

Figs—	
4-crown layers, 28-lb. boxes	4 10
4-crown layers, 7-lb. boxes	1 05
Finest selected, 14-lb. boxes	1 90

The following are new prices on California seeded raisins:

Raisins, Seeded—	
16-oz. fancy, seeded	0 10 1/4
16-oz. choice, seeded	0 10
12-oz. fancy, seeded	0 08 1/2
12-oz. choice, seeded	0 08

Apples, evaporated, new, 50's	0 10 1/2
Apricots, choice, 25's	0 14 1/2
Apricots, choice, 10's	0 15

Currents—	
Dry clean	0 11 1/2
Washed	0 12
1 lb. package	0 12 1/2
2 lb. package	0 25

Dried Fruits—	
Evaporated apples, 50's	0 10 1/4
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 12
Prunes, 30-100, 25's, unface	0 09

Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2
Hard dates, 12 lb. boxes	1 25

Peaches—	
Choice, 25 lb. boxes	0 06 1/2
Choice, 10-lb. boxes	0 07

Raisins, California	
16 oz. fancy, seeded	0 10 1/4
16 oz. choice, seeded	0 10
12 oz. fancy, seeded	0 08 1/2
12 oz. choice, seeded	0 08

Raisins, Muscatels—	
3 crown, loose, 2's	0 09 1/2
3 crown, loose, 50's	0 09

Raisins, Sultanias—	
California, 50's	0 13

Raisins, Valencias—	
4-cr. layers, 28-lb. boxes	4 10
4-cr. layers, 7-lb. boxes	1 05
Fancy selected, 14 lb. boxes	1 90

Prunes—	
30 to 100, 25's	0 07 1/2
30 to 30, 25's	0 08
40 to 80, 25's	0 08 1/2
40 to 70, 25's	0 09 1/2

50 to 60, 25's	0 09 1/2
40 to 50, 25's	0 09 1/2
Table Layer Figs—	
7-crown, 35-lb. boxes, per lb.	0 17 1/2
5-crown, 10-lb. boxes, per lb.	0 14 1/2
4-crown, 10-lb. boxes, per lb.	0 14
3-crown, 10-lb. boxes, per lb.	0 14 1/2
Glove boxes, per doz.	1 25
Cooking figs, taps, about 5 lbs., lb.	0 19

DRIED VEGETABLES.—The beans arriving from Ontario are not giving eminent satisfaction; in fact, are described by some jobbers as only fit for "hog food." Retailers are willing to pay a premium to get first-class goods, and as a result beans are being imported from Japan. There is no contract trade now to speak of, and women who buy only a few pounds demand good stuff. Peas are down this week to \$2.65 per bushel, and the quality is fair. Jobbers state that they expect the price of Canadian beans to go down, as price has been kept high, while good Japanese beans have been coming in and selling at reasonable figures. Latter are quoted to-day at \$4.35 per bushel.

Beans—	
Choice, hand-picked, per bushel	4 35
3-lb. pickers, bush.	3 90
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot. per sack, 96 lbs.	1 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 65

RICE.—This market is much stronger this week, and contracts have been made by wholesalers for year's supply at prices from \$7 to \$10 per ton higher than year ago. This advance is due almost entirely to the higher cost of freight.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 06 1/2
No. 2 Japan, per lb.	0 04 1/2
Sia, per lb.	0 03 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb.	0 06 1/2
Sago, pearl, lb.	0 08 1/2
Tapioca, pearl	0 06 1/2

COFFEE.—Growers are independent regarding taking orders at current prices, and are holding for more money. Good grades of Santos are becoming scarce. However, there is no appreciable change in the local market. Demand is good. Chicory recently advanced 3/4c, and is now offered at 9 1/2c lb. by barrel, and 12 3/4c lb. in 14-lb. tins.

Coffee—	
Green coffee, No. 7 Rio	0 12 1/4 0 12 1/4
Green coffee, No. 5 Rio	0 13 1/4 0 14
Green Santos	0 15 1/4 0 16
Roasted Rio	0 17 1/4 0 18
Santos	0 21 1/2 0 22 1/2
Maricao	0 24 0 26
Chicory, lb. by bbl	0 09 1/4
Chicory, lb. 14 lb. tins	0 12 1/2

SPICES.—Black and white peppers are high, with advancing tendencies. Jamaica ginger is also firm. Local stocks are in fair condition, and demand is good.

Pepper—	
Ground black	0 01 1/4 0 03
Ground white	0 32 0 35

ALBERTA MARKETS (EDMONTON)

(By Wire)

Edmonton, Dec. 23.—Christmas business has been very heavy, an evident result of the good crops. Jobbers' stocks are pretty well cleaned up. Towns and

cities are spending money freely and stimulating business. Markets are quiet. Local flour advanced ten cents per hundred Monday. Evaporated fruits from California and evaporated apples from Ontario are slightly higher.

General—	
Beans, Ashcroft, lb.	0 06 1/2
Beans, white navy, per bush.	4 20
Bran, ton	18 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 35
Rollod oats, 20's, 30's, 40's	0 45
Rollod oats, bail, \$2.30, 80's	1 75
Flour, fancy patents, 98-lb. sack	3 15
Flour, seconds	3 00
Rice, Siam, per cwt.	4 05
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 95
Sugar, yellow, per cwt.	7 65
Walnuts, shelled, lb.	0 38

Produce and Provisions—	
Cheese, lb.	0 18 1/2
Bacon, lb., 20c; bellies, lb.	0 20 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 2c; No. 2	0 30
Eggs, extra, per doz.	0 40
Eggs, No. 1	0 32
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 23

Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 2 dozen	2 20
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 doz.	2 85
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoes, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Currents, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 08 1/2
Evaporated apples, 60's, lb., 10 1/4c; 25's, 10 1/2c; 35's	0 12

ALBERTA MARKETS

(By Wire)

Calgary, Dec. 23.—Florida grapefruit is easier at \$4.50 to \$5. Lemons are now selling at \$4.50 to \$4.75. Rice, Siam, is \$4 to \$4.40 per cwt. with advance probable. Creamery butter is 35c and lard has advanced to \$9.60 for 3's and \$9.85 for 5's. All trades appear to be doing good business. Jobbers expect to clean right up on all fancy Christmas lines. Turkeys are selling retail 27 to 32c per lb.

General—	
Beans, small white Japan, lb.	0 07 1/2
Flour, No. 1 patent, 98's	3 15
Molasses, extra fancy, gal.	0 67
Rollod oats, bail	2 70
Rollod oats, 80s	2 30
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 40
Sugar, pure cane, granulated	7 85
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 20
Butter, creamery, lb.	0 35
Butter, No. 1, dairy, lb.	0 30
Eggs, select, storage, case	10 00
Lard, pure, 3s, per case	9 60
Lard, pure, 5s, per case	9 85
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/2

Canned Goods—	
Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 10
Tomatoes, gals. case	1 75
Apples, gals., Ontario, case	4 35
Strawberries, 2s, Ontario, case	4 99
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, talls, 48x1s, ca.	10 00
Salmon, pink, talls, 48x1s, per case	4 60
Lobster, 1/2s, per doz.	2 65

Dried Fruits—	
Currents, lb.	0 13
Evaporated apples, 50s, per lb.	0 11 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 30-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Apples, No. 1, box	1 75
Apples, cooking, box	1 00
Grapefruit, Cal.	3 50
Grapefruit, Florida, case	4 50
Oranges, navels, case	3 50
Onions, B.C., ton	32 00

Lemons, case	4 30	4 75
Peaches, crate	0 90	1 00
Tomatoes, Cal., crate		2 00

NEW BRUNSWICK MARKETS

By Wire.

St. John, Dec. 23.—Christmas trade has been brisk. Collections fairly good. There was a big demand for holiday lines. Poultry is in good supply, with turkeys at 25c to 26c. Supplies are slow in coming, but orders were placed wholesale as low as 24c. It is believed they will be plentiful for Christmas. Peels are firmer, with slight advance owing to heavy buying. Currants are unchanged. Stocks are low, and there is a firm tone to market. No hand-picked beans are in stock, and white are of poor quality. Dealers are content with less profits, reducing quotations to \$4.25 to \$4.30. Rice is slightly advanced to \$4.75 to \$4.80. Compound lard is easier at 12½c to 13c, and pure at 14½c to 14¾c. Potatoes are gaining strength as season advances. They are now \$2.25 to \$2.40 per bbl. New stocks molasses are expected early next year. Dairy products are firm, with eggs and butter scarce.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.		0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	26 00	28 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laids	0 54	0 56
Eggs, case, per doz.	0 52	0 54
Lard, compound, per lb.	0 12½	0 13
Lard, pure, per lb.	0 14¼	0 14½
Cheese, new	0 18	0 19

Flour and Cereals—

Cornmeal, gran.		5 75
Cornmeal, ordinary		1 75
Flour, Manitoba, per bbl.		7 25
Flour, Ontario		6 80
Flour, buckwheat, western, 96-lb. bag		3 50
Roller oats, per bbl.		6 25

Fresh Fruits and Vegetables—

Apples, bbl.	3 50	4 00
Lemons, Messina, box		4 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 40

Sugar—

Standard granulated	6 70	6 75
United Empire	6 60	6 65
Bright yellow	6 50	6 55
No. 1 yellow	6 30	6 35
Paris lumps		7 75
Lemons, Messina, box		
Beans, yellow eyes, per bush.	4 25	4 30
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 53	0 54
Cream of tartar, per lb., bulk.	0 50	0 55
Currants	0 12	0 13
Rice, per cwt.	4 75	4 80

SASKATCHEWAN MARKETS

Regina, Dec. 23.—Christmas trade has been very brisk. Market is bare of some special lines, such as dates, figs, lemons and Japanese oranges, but new stocks are arriving. Peel is scarce, with lemon at 17c, citron 24c and orange 17½c. Shelled nuts are higher, almonds being 45-47c, and walnuts 47-49c, and are difficult to secure. Turkeys are 22½c lb., and chicken 19½c. There is good supply of poultry. There is a slight advance in St. Charles milk, the 20-ounce tins being now \$4.70.

Produce and Provisions—

Butter, creamery, per lb.	0 36
Butter, dairy, No. 1	0 27
Cheese, per lb.	0 19¾
Eggs, new laid	0 45
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	8 80
Lard, 5's, per case	8 75

Lard, 10's, per case	8 70
Lard, 20's, per case	2 88
General—	
Beans, Ontario, white, per bush.	4 75
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 50
Cocoanut, lb.	0 18
Commeal, bbl.	2 30
Apricots, per lb.	0 12
Flour, 98's	3 40
Roller oats, 80's	2 20
Rice, per cwt.	4 00
Onions, 100 lbs.	1 75
Sugar, standard, gran., per cwt.	7 74
Sugar, yellow, per cwt.	7 34
Walnuts, shelled, 47 49c; almonds	0 45
Canned Goods—	
Apples, gals., case	1 80
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 60
Salmon—	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, ½'s	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 06½
Cranberries, per bbl.	10 50
Grapefruit, case	4 00
Lemons	5 00
Napels	4 00
Potatoes, bushel	0 60
Dried Fruits—	
Citron peel, lb.	0 24
Lemon peel, lb.	0 17
Orange peel, lb.	0 17½

TOMATOES AND EGGS IN BRITAIN

Canada's trade commissioner at Birmingham, England, reports on canned tomatoes and eggs as follows:—

"Italian tomatoes are popular in the British markets, and are sold in large quantities; but much difficulty is experienced in obtaining supplies at the present time. Information is to hand that Italian exporters cannot undertake to guarantee deliveries on time, and contracts entered into by them are subject to any restrictions the Italian Government may impose upon exportation in the future.

"The current price of canned tomatoes (24 by 3) is \$1 to \$1.25 per dozen. The color should approximate to the Italian dark red, and very little water should be used.

"Canadian eggs are now arriving in Birmingham, and their condition is giving full satisfaction to the importers. The only complaint is that larger consignments are not forthcoming. Supplies of home and foreign eggs are much below the average and prices are the highest on record."

Strang Bros., Winnipeg, who were formerly in the wholesale grocery business, have opened a plant for the manufacture of shoe polish, which they claim is not affected by rain, frost or snow, and which they are calling Stop-On. In 1891 this firm did business under the name A. G. Bannatyne & Co., which was later changed to Strang & Co., Ltd.

W. W. Cooper, owner of a large department store in Swift Current, Sask., has returned from a trip to the eastern cities of Canada and the United States. He was away for about a month, and visited several manufacturing centres.

A TRICK WITH FIGURES

Here is a little mystical mathematical trick accomplished by figures that might be passed on for the benefit of customers and their children. It relates to eggs and might even be used as an egg advertisement. Or it might be lettered on a card and placed in the window. The sign should read as follows:

IT IS IMPOSSIBLE TO FIND ANY IN THIS STORE

Any what? Just figure it out and see. First put down the year in which you were born.

Then add four.

Next add the age you are or will be at birthday this year.

Multiply by 1,000.

Subtract 704,423.

Let 1 stand for A, 2 for B, etc.; and it will spell out something you cannot find in this store.

AN ADVERTISING "POME."

There was an old geezer,

And he had a lot of sense

He started up a business

On a dollar eighty cents.

The dollar was for stock

and eighty for an ad.

Brought him three lovely dollars

In a day, by dad!

Well, he bought more goods

And a little more space.

And he played that system

With a smile on his face.

The customers flocked

To his two by four

And soon he had to hustle

For a regular store.

Up on the square,

Where the people pass,

He gobbled up a corner

That was all plate glass.

He fixed up the windows

With the best he had,

And told them all about it

In a half page ad.

He soon had 'em coming

And he never, never quit,

And he wouldn't cut down

On his ads. one jilt.

And he kept things humping

In the town ever since,

And everybody calls him

The Merchant Prince.

Some say it's luck,

But that's all bunk—

Why, he was doing business

When the times were punk.

People have to purchase

And the geezer was wise—

For he knew the way to get 'em

Was to advertise.



FRUIT AND VEGETABLES



Navels Lower; Christmas Trees Selling

Apples and Oranges Are Much in Demand—Pineapples Firm on Good Trading—Carrots and Cucumbers Higher—Tangerines Get Good Business—More B.C. Potatoes Arrive.

MONTREAL

FRUITS. Demand for apples is good and prices remain unchanged. There are a lot of apples selling for the holiday trade. The orange market is fairly steady, especially on small sizes from 176-250. Valencias are strong. Spanish Valencias in 714 cases and 420 cases have come on the market at a high price, the former being quoted at \$6.50 to \$7, and the latter at \$5.50. Navels are lower. The market here is almost bare of lemons and they have advanced nearly \$1 a box in the last four or five days. Verdellis are quoted at \$4.50, Malaga, 420 size, at \$4.25, and Messina, 300 size, at \$4.50.

Apples—		
Fameuse, No. 1's	6.00	
McIntosh Reds	5.00	
Starks	6.00	
Spys	4.00	
Ben Davis	4.50	
Russsets	4.50	
Greenings	4.50	
Baldwins	4.50	
Bananas, bunches	2.00	
Cranberries, Cape Cod, bbl.	9.00	
Cranberries, Nova Scotia, bbl.	7.00	
Grapefruit, 16 54 64 80 96	3.50	
Grapes, Tokay, crate, 4 baskets	2.75	
Grapes, Emperor, bbl.	4.50	
Grapes, Malaga, heavy weight, bbl.	7.00	
Lemons—		
Verdellis	4.50	
Malaga, 420 size	4.00	
Messina, 300 size, box	4.00	
Oranges—		
Valencia, 714 size	6.50	7.00
Valencia, 320 size	5.50	
Valencias, Cal., late 126 250	5.00	
Navels	3.50	4.25
Jamaica, 196 200 216	2.50	2.75
Porto Rico, 126 150 250 288	2.50	2.75
Pineapples, 18-21 and 3-36	4.00	

VEGETABLES. Curly lettuce and head lettuce are both scarce. Curly lettuce now is quoted at 60 cents per dozen, and head lettuce \$1.25 per dozen. California cauliflower is now on the market, selling at \$3.75 a crate. There are still some Canadian at \$1 to \$1.50. Fancy Boston cucumbers are up to \$2.50; leeks also have advanced to 15 to 20c. Boston mint has come on at 60c. There is still some Canadian spinach. New York spinach is \$3.50 per barrel. Squash are very scarce and are about finished.

Artichokes, bag	1.25	
Beets, bag	0.50	
Beans, wax, N.Y., per basket	4.50	
Beans, green, N.Y., per basket	4.50	
Brussels sprouts, qt.	0.12 1/2	
Cabbage, Montreal, per bbl.	1.00	
Cabbage, red, doz.	0.40	
Celery, bag	0.75	
Cauliflower, crate	3.75	

Cauliflower, Canadian, case	1.00	1.50
Celery, Cal., crate	6.00	
Celery, Montreal, doz.	0.50	0.75
Celery roots, doz.	0.50	
Cucumbers, fancy, Boston, doz.	2.50	
Egg plant, N.Y., doz.	2.00	2.50
Leeks, bunch	0.15	0.20
Head lettuce, Boston, 10	2.50	
Curly lettuce, box	2.00	
Mint, doz.	6.00	
Mushrooms, 4-lb. basket	2.00	2.50
Onions—		
Montreal, 75 lbs., bag	1.75	
Spanish, crate	5.50	
Parship, bag	0.50	0.75
Parship, Canadian, doz. bunches	0.20	0.25
Potatoes—		
Montreal, 80 lbs., bag	1.15	1.25
New Brunswick, 80 lbs., bag	1.50	
Sweet, hamper	1.75	2.00
Spinach, New York, bbl.	3.50	
Turnips, bag	0.50	1.00
Tomatoes, hothouse, lb.	0.20	0.25
Pumpkins, doz.	1.00	
Watercress, Canadian, doz.	0.30	

TORONTO

FRUIT.—Navel oranges sold down a quarter this week, and Valencias have declined here also. All oranges are pretty well in range together now. Apples show no change. They, like oranges, however, are selling well. Dealers say that in oranges and apples this pre-Christmas beats any. Some fancy apples are worth 20 to 25c apiece. Tangerines are also a good line at last week's prices. Cuban grapefruit is well in the running now with Florida stuff. A car of Porto Rico pines came in Thursday and are being eagerly bought up. Some sell for as much as 25c each. Holly and Christmas trees got lots of business early in week. Christmas trees seem a little cheaper this year some of the biggest ones going for 80c. Mistletoe and holly are selling well, too. Grapes are up nearly half a dollar. Casabe melons get a show here and there. Bananas and citrons are unchanged.

Apples, new, bbl.	2.50	4.50
Apples, snow, bbl.	3.00	6.00
Apples, Spies, bbl.	4.00	6.00
Apples, Baldwins, bbl.	3.00	4.50
Apples, Greenings, bbl.	3.00	4.50
Apples, Russsets, bbl.	3.00	4.50
Apples, 11 qt. basket	0.20	0.40
Apples, B.C., box	2.25	2.50
Bananas, per bunch	1.50	1.80
Citron, dozen	7.00	9.00
Cranberries, bbl.	1.25	1.40
Eggs, 10-lb. box	1.25	1.40
Grapefruit—		
Florida, case	3.50	4.50
Porto Rico, case	3.00	3.25
Cuban, case	3.25	3.50
Grapes, Malaga, keg	6.00	8.50
Grapes, Emperor, keg	3.00	3.50
Melons, Casabe, case	2.75	4.00
Oranges—		
California, Valencia	3.00	3.25

Florida, case	3.75	4.25
Navels	3.00	3.25
Lemons, new, Calif., box	3.50	4.25
Lemons, new, Messina, box	3.50	4.00
Limes, per 100	1.50	
Pears—		
Canadian, box	2.75	3.00
Pineapples, Porto Rico	3.50	3.75
Pomegranates, case	2.75	3.00
Tangerines, box	2.50	2.75

VEGETABLES.—No less than three cars of B. C. potatoes came in the first two days of this week. Price is unchanged, as are those of Delaware and Ontario. California celery is coming along now and selling around \$5.75 a case. Beets are higher and we quote 60 to 80c now, with a big demand. Spanish onions are worth \$4.75 a large case; small cases are not selling. Tomatoes are up five cents and are worth 25 to 30c. Mushrooms are down 25 cents, but find little demand. Cucumbers are higher at \$2. Carrots find good trade now, and they are advanced slightly. General business is good, rather featureless but steady. One dealer says his trade is a good deal more healthy than a year ago.

Artichokes, 11-qt. basket	0.25	0.30
Cabbage, new, doz.	0.30	0.40
Beets, Canadian, bag	0.60	0.80
Cabbage, bbl.	0.30	0.40
Cauliflower, bbl.	3.50	4.00
Carrots, new, bag	0.75	0.80
Celery, doz.	0.15	0.20
Celery, Theford, case	3.50	4.00
Celery, Cal., case	5.50	6.00
Cucumbers—		
Hothouse, doz.	2.00	2.20
Onions—		
Can., 75-lb. sack	1.00	1.20
Spanish, large case	4.75	5.00
Lettuce, Boston, hamper	4.25	4.50
Mushrooms, imported, 6-qt.	0.25	0.30
Parship, bag	0.25	0.30
Peppers, green, doz.	0.65	0.70
Potatoes, Ontario, new, bag	1.00	1.10
Potatoes, N.B., Delaware	1.50	1.60
Parship, bag	0.80	0.85
Potatoes, sweet, kiln-dried, hamper	1.30	1.35
Potatoes, B.C., 100-lb.	1.50	
Squats, qt.	0.10	0.15
Tomatoes, hothouse, lb.	0.25	0.30

WINNIPEG

FRUIT AND VEGETABLES.—The demand for lines of fresh fruits is good, but apples, which are in big demand, are inclined to be high, especially those from the East.

Fresh Fruits—		
Ontario apples, bbls.	5.00	7.00
B.C. box apples, No. 1's	2.25	2.40
B.C. box apples, No. 2's	2.10	
Washington box apples	1.50	
Navel oranges, case	4.50	
California lemons	5.50	
Bananas, bunches	2.50	3.50
Cape Cod cranberries, bbl.	10.50	
Jersey cranberries, bbl.	11.00	
Washington pears	4.00	

(Continued on page 36.)



PRODUCE AND PROVISIONS



Turkeys and New Laid Higher

Former May Advance Still More 'Ere Xmas—Newlaid a Matter of a Man's Conscience —
Butter Firmer and Higher—Cheese Unchanged—Wild Game Selling for Christmas.

MONTREAL

PROVISIONS.—The markets in all lines of provisions are unchanged. The demand continues good, but there is a particularly good demand for hams and bacon.

Hams—	
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
Backs—	
Plain, bone in	0 24
Boneless	0 29
Peameal	0 29
Bacon—	
Breakfast, per lb.	0 23
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 28
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 12½
Barrelled Pork—	
Heavy short cut mess	27 00
Heavy short cut clear	27 50
Clear fat backs	28 00
Clear pork	28 00
Lard, Pure—	
Tierces, 350 lbs. net	0 14½
Tubs, 50 lbs. net	0 15½
Boxes, 50 lbs. net	0 14½
Pails, wood, 20 lbs. gross	0 15
Pails, tin, 20 lbs. gross	0 15
Cases, 10 lbs. tins, 60 in case	0 13½
Cases, 3 and 5-lb. tins, 60 in case	0 16½
Bricks, 1 lb., each	0 17
Lard, Compound—	
Tierces, 375 lbs. net	0 12
Tubs, 50 lbs. net	0 12½
Boxes, 50 lbs. net	0 12½
Pails, wood, 20 lbs. net	0 12½
Pails, tin, 20 lbs. net	0 12½
Cases, 10-lb. tins, 60 in case	0 12½
Cases, 3 and 5-lb. tins, 60 in case	0 13½
Bricks, 1 lb., each	0 14½
Hogs—	
Dressed, abattoir killed	13 00 13 25

BUTTER.—Creamery butter has advanced 1c more this week. There is no change in price of dairy butter, as there is fairly good supply, which is quite equal to the demand.

Butter—	
Finest creamery, September make	0 30
Finest creamery, fresh made	0 31½
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers'	0 23

CHEESE.—The cheese market is firm and steady at last week's quotations.

Cheese—	
Old make	0 22
Stilton	0 21
New make	0 19 0 20

EGGS.—Prices are unchanged. The trade for storage eggs is very good, both for local and export. New-laid are very scarce at present, but a fairly good supply for this market is anticipated in two or three weeks' time.

Eggs, case lots—	
New laid, stamped	0 50
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—The demand for poultry is exceptionally good, and for turkeys is particularly strong. The wholesale prices in Montreal are 23c to 25c, depending on quality. The later price is for strictly fancy young birds. The receipts of poultry are good, and reports are that shipments will be very heavy this week. Prices may ease off a little, but no slump is anticipated. Farmers are getting such high prices for poultry this year that it should be an encouragement for them to go in for poultry raising stronger next year.

Poultry—	
Frozen stock—	
Fowl, small	0 12 0 13
Ducks	0 14 0 17
Geese	0 12 0 15
Pigeons, pair	0 25 0 30
Fresh stock—	
Turkeys	0 23 0 25
Fowl, large	0 17 0 19
Fowl, small	0 10 0 12
Ducks	0 19 0 20
Geese	0 19 0 20
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 76 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Live stock—	
Fowl, 5 lbs. and over	0 17 0 18
Fowl, small	0 10 0 12
Turkeys	0 19 0 20
Ducks	0 16
Geese	0 14 0 14
Chicken	0 13 0 14

HONEY.—There is no change in quotations. The demand is fairly good.

Honey—	
Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

Receipts in Montreal

	Butter, Boxes	Cheese, Boxes	Eggs, Cases
Week ending Dec. 18, 1915	3,343	5,855	3,479
Week ending Dec. 19, 1914	1,721	1,294	1,942

TORONTO

PROVISIONS.—Prices on hams and dry salt meats have declined a little on lesser demand. Hams are now on the basis of 18-19c. Pork products in general are easier. Long clear bacon in small lots is around 16¼c to 16½c; tons are a ¼c easier. Pork products generally are lower, and we quote lard at 12½c in tubs.

Hams—	
Light, per lb.	0 18 0 19
Medium, per lb.	0 17½ 0 18
Large, per lb.	0 14½ 0 15
Backs—	
Plain	0 24 0 25
Boneless, per lb.	0 27 0 28
Pea meal, per lb.	0 27 0 28

Bacon—	
Breakfast, per lb.	0 21 0 24
Roll, per lb.	0 15 0 16
Shoulders, per lb.	0 15 0 16
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, ton lots	0 16 0 16½
Long clear bacon, small lots	0 16 0 16½
Flat backs, lb.	0 13 0 13½
Cooked Meats—	
Hams, boiled, per lb.	0 26 0 27
Hams, roast, per lb.	0 26 0 27
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 13½ 0 13½
Tubs, 50 lbs.	0 14 0 14½
Pails, 20 lbs.	0 14½ 0 14½
Tins, 3 and 5 lbs., per lb.	0 14½ 0 14½
Bricks, 1 lb., per lb.	0 14½ 0 14½
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 12½ 0 12½
Tubs, 50 lbs., per lb.	0 12½ 0 12½
Pails, 20 lbs., per lb.	0 12½ 0 13
Hogs—	
Dressed, abattoir killed	14 00 14 25

BUTTER.—Creamery is up a cent this week, and we quote 34c to 35c. Farmers are not shipping a great deal. Dairy is higher, too; we quote a cent advance. It has been coming very easily the last few weeks, but little came in last week, and what did arrive sold readily.

Butter—	
Creamery prints, fresh	0 34 0 35
Dairy prints, choice, lb.	0 29 0 32
Dairy prints, lb.	0 27 0 29
Bakers'	0 22 0 23

CHEESE.—Except that the higher prices are a shade easier, though no lower, the market condition is much the same. The basic factor is the demand for the soldiers. "If there were nothing else that is big enough to keep cheese firm," said one authority on the street.

Cheese—	
Large, per lb.	0 18½ 0 19
Twins, per lb.	0 18½ 0 19½

EGGS.—New-laid, as usual at this time, are getting to be pretty much anybody's price. We quote 55c to 60c, but there are so few at that, that it may be up before this gets into print. That is a big advance, of course. We were quoting around 50c or 55c last week at this time. Some days pass without, apparently, a single new-laid coming in. The storage situation seems sound enough, no new factor entering in. Prices on storage are unaltered.

Eggs—	
New laid specials, in cartons	0 55 0 60
Extras	0 33 0 35
No. 1, storage	0 30 0 31
No. 2, storage	0 25 0 26

POULTRY.—Prices all down the list are a trifle higher, with material ad-

vancements in turkey. Geese, dressed, are fetching 15c to 17c. There appears to be lots of them, and no advance is likely. There is a big demand, too. Quite a number of people, in view of the higher prices on turkey, which are predicted, are buying geese and making themselves believe that it tastes as good. As to turkeys, we quote now 26c to 27c wholesale. General opinion on the street seems to be that we shall see 28c on Friday, but there may be many turkeys arrive later on. Turkey, however, is going to be dearer than it was last year. Dealers will remember that it hung around 16c to 18c until the last week, and then suddenly shot up around 22c and 23c. This time it started five or six cents higher. True, there are plenty of turkeys around, but not as many as last year at that. Farmers say they are delivering all they have. At three days before Christmas it looks as if 28c will be about top price. But it isn't safe to prophesy.

A good deal of rarer game made its appearance this week. The first pheasants came to the wholesale market and sold around \$3 a pair. Wild pigeons were worth 44c to 65c. Rabbits brought about the same. Ducks fetched around \$1.25. The poultry market is very active this week in most every line.

Poultry—	Live	Dressed
Old fowl, pound	0 08—0 11	0 12—0 12
Spring broilers	0 12—0 13	0 15 0 16
Old turkeys	0 12—0 13	0 15 0 16
Ducklings	0 11—0 14	0 18—0 20
Turkeys	0 16—0 18	0 26—0 27
Chickens	0 10—0 11	0 12—0 13

HONEY.—There is no change. Prices and conditions are much the same.

Buckwheat, tins	0 08
Strained, clover, 60-lb. tins	0 11
Strained clover, in 10-lb. tins	0 12
Strained clover, in 5-lb. tins	0 12½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

WINNIPEG

PRODUCE AND PROVISIONS.—

Pure and compound lard are quoted at about the same as last week, pure being 13¼c and compound 12¼c. The only important change in meats is breakfast bacon, which is a little lower. This is quoted at 19c to 24c. Creamery butter markets are very strong, with exceptionally light stocks, and high prices are considered certain after the first of the year. Quotations on creamery are 3c higher than this time last year. The egg market is very firm, with comparatively light stocks, and prospects of higher prices about the middle of January. New-laid are scarce and very high. Cheese is firm and advices from Eastern Canada are to the effect that sharp advances are likely if the export demand keeps up.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	
Backs, clear, per lb.	0 25	
Bacon—		
Breakfast, per lb.	0 19	0 21
Shoulders, per lb.	0 12	0
Dry Salt Meats—		
Long clear bacon, light	0 19	

Cooked Meats—		
Hams, boiled, per lb.	6 26	6 27
Shoulders, boiled, per lb.	6 22	6 23
Packed—		
Heavy pork, per lb.		20 60
Lard, Pure—		
Theriac		6 13½
Pails		2 80
Cases, 58		8 77
Cases, 38		8 80
Lard, Compound—		
Theriac		6 12½
Butter—		
Creamery	6 35	6 35
Best dairy	6 35	6 28
Cooking	6 11	6 20
Eggs—		
No. 1 storage	0 17	0 28½
New-laid		0 32
Cheese—		
Ontario, large		6 19½
Ontario, twins		6 19½

FRUIT AND VEGETABLES

(Continued from page 34.)

Danjon pears	3 50
Malaga grapes, kegs	7 50
Valencia onions, cases	6 50
Sack onions, 100 lbs.	2 00
Red Globe onions, lb.	0 02½
Head lettuce, doz.	1 00
B.C. celery, lb.	0 05
California tomatoes, 30 lbs.	2 25

VEGETABLES.—

Cabbage, per lb.	0 01
Peppers, per basket	0 75
Mushrooms	0 50
Carrots, per lb.	0 01
Turnips, bushel	0 45
Manitoba potatoes, local loads	0 65
Manitoba potatoes, sacked, carloads	0 63
Garlic, per lb.	0 25
Squash, per lb.	0 04
Turnips, bushel	0 45
Pumpkins, per lb.	0 04
California head lettuce, case	4 00
California cauliflower, doz.	2 50

CALENDARS FOR 1916

"The Catch of the Season," is the subject of the handsome calendar issued by Connors Bros., fish packers, Blacks Harbor, N.B. The picture shows a beautiful water and woodland scene, a fisherman and a girl, the latter hauling in a big one—the catch of the season. It is the work of Frank Stick, a color artist who was born on a mountain ranch, and it will make an attractive calendar for any home. The figures are in large type and easily read at a distance.

FROZEN HALIBUT TO BRITAIN

So far this season it is estimated that 300 cases (about 45 tons) of frozen halibut from British Columbia have been sent to the North of England and to the different distributing centres. It is understood that further supplies are in course of transit, although the present high shipping freights combined with other reasons are operating against its larger exportation.

Advantage is being taken of the presence in Winnipeg during the holidays of traveling representatives of wholesale houses, to hold a banquet at the Fort Garry Hotel on Dec. 28th., under the auspices of the Canadian Credit Men's Association. Among the speakers is Mr. Murphy, of the Royal Crown Soaps, Ltd. Winnipeg, who will speak on behalf of the travelers.

SERVICE DEPARTMENT

Editor Canadian Grocer.—Will you kindly advise me if there is any chicory grown in Canada, where and to what extent, and for what purpose it is used?

P.S. From what countries does it come?

Thanking you in anticipation.

Port Hope, Ont. H. E. M—

Editorial Note.—There used to be considerable chicory grown in Canada, but of late most growers have gone out of the business, so that at the present time there is very little produced here. Some years ago it used to be cultivated rather extensively around Dunnville and Orangeville, in Western Ontario, but the new generation has apparently come to the conclusion that there is not sufficient money in it. It is cultivated somewhat like carrots and parsnips, and then kiln-dried on the farm and sent in a crisp condition to the spice manufacturers, where it is roasted and ground for commercial purposes. It is used chiefly for mixing with coffee.

Our chicory for mixing with coffee comes chiefly from England. Belgium is another source. Before the war we used to get some from Germany, but English chicory holds sway here with most manufacturers.

GROCERS MAKE CHRISTMAS GIFTS

Annual Meeting of the Hamilton R.G.A.
—John Knox the New President

John Knox was elected president of the Hamilton, Ont. Retail Grocers' Association at the annual meeting recently. J. M. Semmens, the past president occupied the chair. Other officers are:—First vice-president, James Laurie; second vice-president, D. K. Clark; treasurer, James Main; secretary, M. R. Hill; executive committee, J. Young, John L. Brown, W. Smye, S. Hamilton, Jacob Venator; auditors, J. A. McIntosh and George Dawson. A hearty vote of thanks was passed for the able manner in which J. M. Semmens had filled the chair for the last two years.

The secretary read communications acknowledging grants made to the different patriotic associations. The machine gun committee reported all monies returned to the donors.

The following institutions were granted their usual Christmas gift of \$10 each: Boys' home, girls' home, home of the friendless, aged women's home, orphans' home (St. Mary's), Salvation Army Rescue Home, St. Peter's Home, mountain sanitarium and day nursery.



FISH AND OYSTERS



Weather Against Frozen Fish Trade

Difficult to Handle This Line Unless Temperature is Low—Easier Prices Expected on Some Canadian Shell Oysters Scarce—Lobster Commands Big Figure.

MONTREAL

FISH AND OYSTERS.—During the past week there has been a large turnover of all lines of fish. It must be admitted, however, that the Advent trade has been a disappointment. Due entirely to weather conditions. The Advent trade as a rule is a frozen fish trade, and it is difficult to handle and sell frozen fish properly without cold weather. As a result, stocks are pretty large and from now until after holidays some prices may decline. There is already a disposition on the part of some dealers to ease up prices. Another factor that will tend to put the fish business on a lower level as to prices is the large collection of Eastern fish. The bulk and shell oyster market is the other way. Oysters are scarce and the trade is in a quandary now as to getting supplies for the biggest week of the year. Owing to stormy weather and extra demand and dealers are unable to cope with the situation and as a result prices have gone up from 12 to 20 cents. The dealer and consumer, however, do not suffer, as the distributors set a price for the season which is seldom changed. It will mean a loss of 15 to 20 cents to the distributors. The movement in all lines of prepared, pickled, salted and smoked fish is small, orders being of a long-term nature. Smallest of haddies and fillets have been short up to now, but with the abundance of fresh fish now available, stocks will be ample to supply the demand, and prices are expected to be reasonable. Lobsters, scallops, winkles, mussels, prawns, clams, shrimps, are generally in fairly good demand during holiday season and the usual business is expected this year.

TORONTO

FISH AND OYSTERS.—This market is somewhat dull this week. Turkey and Christmas fruits seem to be monopolizing most people's interest. Trade is of a usual and steady character with little feature. Oysters have proven a good line this past few days. It is said that

supplies of shell oysters are done too heavy, and dealers are already talking of American stuff. Prices are firm and steadily higher in some quarters. Fresh haddock and finnan haddies both continue scarce. Not much is coming in and stocks are being reduced. Haddock, fresh, is very scarce and here and there, 9c. Cod is none too plentiful, either. There is some lobster coming, but little enough. Anywhere from 55 to 60c is asked for a lobster. Smelts are active.

SMOKED FISH

	Montreal	Toronto
Haddock, smoked, per lb.	12	10
Finnan haddock, per lb.	12	10
Smoked salmon, per lb.	12	10
Smoked mackerel, per lb.	12	10
Smoked trout, per lb.	12	10
Smoked whitefish, per lb.	12	10
Smoked herring, per lb.	12	10
Smoked cod, per lb.	12	10
Smoked flounder, per lb.	12	10
Smoked sole, per lb.	12	10
Smoked rockfish, per lb.	12	10
Smoked pollock, per lb.	12	10
Smoked haddock, per lb.	12	10
Smoked finnan haddock, per lb.	12	10
Smoked salmon, per lb.	12	10
Smoked mackerel, per lb.	12	10
Smoked trout, per lb.	12	10
Smoked whitefish, per lb.	12	10
Smoked herring, per lb.	12	10
Smoked cod, per lb.	12	10
Smoked flounder, per lb.	12	10
Smoked sole, per lb.	12	10
Smoked rockfish, per lb.	12	10
Smoked pollock, per lb.	12	10

FROZEN FISH—SEA FISH

	Montreal	Toronto
Haddock, frozen, per lb.	12	10
Finnan haddock, frozen, per lb.	12	10
Smoked salmon, frozen, per lb.	12	10
Smoked mackerel, frozen, per lb.	12	10
Smoked trout, frozen, per lb.	12	10
Smoked whitefish, frozen, per lb.	12	10
Smoked herring, frozen, per lb.	12	10
Smoked cod, frozen, per lb.	12	10
Smoked flounder, frozen, per lb.	12	10
Smoked sole, frozen, per lb.	12	10
Smoked rockfish, frozen, per lb.	12	10
Smoked pollock, frozen, per lb.	12	10
Smoked haddock, frozen, per lb.	12	10
Smoked finnan haddock, frozen, per lb.	12	10
Smoked salmon, frozen, per lb.	12	10
Smoked mackerel, frozen, per lb.	12	10
Smoked trout, frozen, per lb.	12	10
Smoked whitefish, frozen, per lb.	12	10
Smoked herring, frozen, per lb.	12	10
Smoked cod, frozen, per lb.	12	10
Smoked flounder, frozen, per lb.	12	10
Smoked sole, frozen, per lb.	12	10
Smoked rockfish, frozen, per lb.	12	10
Smoked pollock, frozen, per lb.	12	10

DRY AND PREPARED FISH

	Montreal	Toronto
Haddock, dry, per lb.	12	10
Finnan haddock, dry, per lb.	12	10
Smoked salmon, dry, per lb.	12	10
Smoked mackerel, dry, per lb.	12	10
Smoked trout, dry, per lb.	12	10
Smoked whitefish, dry, per lb.	12	10
Smoked herring, dry, per lb.	12	10
Smoked cod, dry, per lb.	12	10
Smoked flounder, dry, per lb.	12	10
Smoked sole, dry, per lb.	12	10
Smoked rockfish, dry, per lb.	12	10
Smoked pollock, dry, per lb.	12	10
Smoked haddock, dry, per lb.	12	10
Smoked finnan haddock, dry, per lb.	12	10
Smoked salmon, dry, per lb.	12	10
Smoked mackerel, dry, per lb.	12	10
Smoked trout, dry, per lb.	12	10
Smoked whitefish, dry, per lb.	12	10
Smoked herring, dry, per lb.	12	10
Smoked cod, dry, per lb.	12	10
Smoked flounder, dry, per lb.	12	10
Smoked sole, dry, per lb.	12	10
Smoked rockfish, dry, per lb.	12	10
Smoked pollock, dry, per lb.	12	10

CLAMS, MUSSELS AND SHELL FISH OR CRUSTACEANS ETC.

	Montreal	Toronto
Clams, per lb.	12	10
Mussels, per lb.	12	10
Shrimps, per lb.	12	10
Crabs, per lb.	12	10
Scallops, per lb.	12	10
Winkles, per lb.	12	10
Flounder, per lb.	12	10
Sole, per lb.	12	10
Rockfish, per lb.	12	10
Pollock, per lb.	12	10
Haddock, per lb.	12	10
Finnan haddock, per lb.	12	10
Salmon, per lb.	12	10
Mackerel, per lb.	12	10
Trout, per lb.	12	10
Whitefish, per lb.	12	10
Herring, per lb.	12	10
Cod, per lb.	12	10
Flounder, per lb.	12	10
Sole, per lb.	12	10
Rockfish, per lb.	12	10
Pollock, per lb.	12	10

FRESH SEA FISH

	Montreal	Toronto
Haddock, fresh, per lb.	12	10
Finnan haddock, fresh, per lb.	12	10
Smoked salmon, fresh, per lb.	12	10
Smoked mackerel, fresh, per lb.	12	10
Smoked trout, fresh, per lb.	12	10
Smoked whitefish, fresh, per lb.	12	10
Smoked herring, fresh, per lb.	12	10
Smoked cod, fresh, per lb.	12	10
Smoked flounder, fresh, per lb.	12	10
Smoked sole, fresh, per lb.	12	10
Smoked rockfish, fresh, per lb.	12	10
Smoked pollock, fresh, per lb.	12	10
Smoked haddock, fresh, per lb.	12	10
Smoked finnan haddock, fresh, per lb.	12	10
Smoked salmon, fresh, per lb.	12	10
Smoked mackerel, fresh, per lb.	12	10
Smoked trout, fresh, per lb.	12	10
Smoked whitefish, fresh, per lb.	12	10
Smoked herring, fresh, per lb.	12	10
Smoked cod, fresh, per lb.	12	10
Smoked flounder, fresh, per lb.	12	10
Smoked sole, fresh, per lb.	12	10
Smoked rockfish, fresh, per lb.	12	10
Smoked pollock, fresh, per lb.	12	10

FRESH LAKE FISH

	Montreal	Toronto
Haddock, fresh, per lb.	12	10
Finnan haddock, fresh, per lb.	12	10
Smoked salmon, fresh, per lb.	12	10
Smoked mackerel, fresh, per lb.	12	10
Smoked trout, fresh, per lb.	12	10
Smoked whitefish, fresh, per lb.	12	10
Smoked herring, fresh, per lb.	12	10
Smoked cod, fresh, per lb.	12	10
Smoked flounder, fresh, per lb.	12	10
Smoked sole, fresh, per lb.	12	10
Smoked rockfish, fresh, per lb.	12	10
Smoked pollock, fresh, per lb.	12	10
Smoked haddock, fresh, per lb.	12	10
Smoked finnan haddock, fresh, per lb.	12	10
Smoked salmon, fresh, per lb.	12	10
Smoked mackerel, fresh, per lb.	12	10
Smoked trout, fresh, per lb.	12	10
Smoked whitefish, fresh, per lb.	12	10
Smoked herring, fresh, per lb.	12	10
Smoked cod, fresh, per lb.	12	10
Smoked flounder, fresh, per lb.	12	10
Smoked sole, fresh, per lb.	12	10
Smoked rockfish, fresh, per lb.	12	10
Smoked pollock, fresh, per lb.	12	10

WHOLESALE AND RETAIL

	Montreal	Toronto
Haddock, wholesale, per lb.	12	10
Finnan haddock, wholesale, per lb.	12	10
Smoked salmon, wholesale, per lb.	12	10
Smoked mackerel, wholesale, per lb.	12	10
Smoked trout, wholesale, per lb.	12	10
Smoked whitefish, wholesale, per lb.	12	10
Smoked herring, wholesale, per lb.	12	10
Smoked cod, wholesale, per lb.	12	10
Smoked flounder, wholesale, per lb.	12	10
Smoked sole, wholesale, per lb.	12	10
Smoked rockfish, wholesale, per lb.	12	10
Smoked pollock, wholesale, per lb.	12	10
Smoked haddock, wholesale, per lb.	12	10
Smoked finnan haddock, wholesale, per lb.	12	10
Smoked salmon, wholesale, per lb.	12	10
Smoked mackerel, wholesale, per lb.	12	10
Smoked trout, wholesale, per lb.	12	10
Smoked whitefish, wholesale, per lb.	12	10
Smoked herring, wholesale, per lb.	12	10
Smoked cod, wholesale, per lb.	12	10
Smoked flounder, wholesale, per lb.	12	10
Smoked sole, wholesale, per lb.	12	10
Smoked rockfish, wholesale, per lb.	12	10
Smoked pollock, wholesale, per lb.	12	10

PICKLED FISH

	Montreal	Toronto
Haddock, pickled, per lb.	12	10
Finnan haddock, pickled, per lb.	12	10
Smoked salmon, pickled, per lb.	12	10
Smoked mackerel, pickled, per lb.	12	10
Smoked trout, pickled, per lb.	12	10
Smoked whitefish, pickled, per lb.	12	10
Smoked herring, pickled, per lb.	12	10
Smoked cod, pickled, per lb.	12	10
Smoked flounder, pickled, per lb.	12	10
Smoked sole, pickled, per lb.	12	10
Smoked rockfish, pickled, per lb.	12	10
Smoked pollock, pickled, per lb.	12	10
Smoked haddock, pickled, per lb.	12	10
Smoked finnan haddock, pickled, per lb.	12	10
Smoked salmon, pickled, per lb.	12	10
Smoked mackerel, pickled, per lb.	12	10
Smoked trout, pickled, per lb.	12	10
Smoked whitefish, pickled, per lb.	12	10
Smoked herring, pickled, per lb.	12	10
Smoked cod, pickled, per lb.	12	10
Smoked flounder, pickled, per lb.	12	10
Smoked sole, pickled, per lb.	12	10
Smoked rockfish, pickled, per lb.	12	10
Smoked pollock, pickled, per lb.	12	10

WINNIPEG

FISH.—Business is brisk owing to Advent. Receipts of fish are good, but poultry is not arriving too well, especially turkeys, which are short and are quoted at 15c. Turkeys were quoted as high as 16c this week, and a big demand is expected right up to Christmas. The oyster business in Western Canada is away ahead of what it was last year. Dealers are expecting big orders for selects and blue points. The use of hygienic containers has been exceedingly beneficial to this end of the fish trade.

Frozen salmon
Fresh halibut

(Continued on page 80)



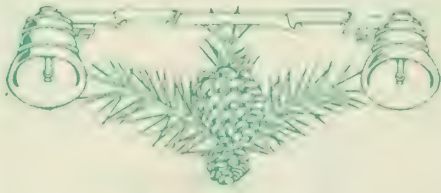
NOTES

TORONTO

FISH AND OYSTERS

May our pleasant business
relations continue for
many years.

CANADIAN CEREAL & FLOUR MILLS CO., Limited
TORONTO, CANADA



We wish the
grocery trade
of Canada the
merriest of
merry
Christmases
and the
most pros-
perous com-
ing year.

C.H. Catelli, Limited
MONTREAL

AGENTS:

Tees & Perse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER		
ROYAL BAKING POWDER		
Size	Price per lb.	Price per 5 lb.
1-lb. Tins	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

WHEAT BAKING POWDER		
CEREALS, LTD.		

DOMINION CANNERS, LTD.		
CANS		
16-oz. Glass Jars	1 doz. to case	0 40
12-oz. Tins	4 doz. to case	0 40
16-oz. Tins	4 doz. to case	0 40
5 lb. Tins	1 doz. to case	0 40

CATSUPS		
In Glass Jars		
Assorted	2 doz. to case	2 20
Blackberry	2 doz. to case	2 20
Current, Red	2 doz. to case	2 20
Strawberry	2 doz. to case	2 30

BAKED BEANS with Pork.		
Brands—Aylmer, Simcoe, Quaker.		
Individual Baked Beans	2 doz. to case	0 70
Sauce, 4 doz. to case	0 70	
Baked Beans, Plain, tall	2 doz. to case	0 70

COCOA AND CHOCOLATE.		
THE SWAN CO., LTD.		
Perfection, 1-lb. tins, doz.	4 30	
Perfection, 1/2-lb. tins, doz.	2 40	
Perfection, 5-lb. tins, per lb.	0 37	
Soluble bulk, No. 1, lb.	0 21	
Soluble bulk, No. 2, lb.	0 19	
Special quotations for Cocoa		
in barrels, kegs, etc.		

BEANS, PLAIN.		
Beans, Plain, Tall		
2 doz. to case	1 00	
2 doz. to case	1 00	
2 doz. to case	1 00	
2 doz. to case	1 00	
2 doz. to case	1 00	

COUPON BOOKS — ALLISON'S		
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal.		
100 books with cover and extra	0 08 1/2	
200 books with cover and extra	0 05	
400 books with cover and extra	0 05	

CEREALS		
WHITE SWAN		
Biscuit Flour (Self-rising)	2 doz. to case, weight 70	\$3 00
Buckwheat Flour (Self-rising)	2 doz. to case, weight 70	\$3 00
Breakfast Food, 2 doz. to	case, weight 70	\$3 00
Wheat Kernels, 2 doz. to	case, weight 70	\$3 00
Flaked Peas, 3 doz. to case,	weight 70	\$3 00

COCOA AND CHOCOLATE.		
THE SWAN CO., LTD.		
Perfection, 1-lb. tins, doz.	4 30	
Perfection, 1/2-lb. tins, doz.	2 40	
Perfection, 5-lb. tins, per lb.	0 37	
Soluble bulk, No. 1, lb.	0 21	
Soluble bulk, No. 2, lb.	0 19	
Special quotations for Cocoa		
in barrels, kegs, etc.		



The Packers of Brunswick Brand Sea Foods, at the close of the most successful year in the history of their business, wish to thank their patrons for their splendid patronage during the year that is about to close.

We wish one and all the fullest measure of prosperity and a flowing-over measure of health and happiness throughout 1916.

Connors Bros., Limited

Black's Harbor, N.B.



TORONTO

Black Watch, 8s. butts. 9	
lbs.	\$ 0 60
Bois, 6s. and 11s. 12 and 6	
lbs.	0 46
Currency Bars, 12s. $\frac{1}{2}$ butts.	
12 lbs. boxes 6 lbs.	0 40
Currency, 6s, $\frac{1}{2}$ butts, 9 lbs.	
lbs. boxes 5 $\frac{1}{2}$ lbs.	0 40
Stag Bars, 64s. butts. 11	
lbs. boxes 5 $\frac{1}{2}$ lbs.	0 48
Walnut Bars, 84s. boxes 7	
lbs.	0 64
Pay Roll, thick bars, 84s.	
6 lb boxes	0 68
Pay Roll, thin bars, 84s. 5	
lb boxes	0 68
Pay Roll, plug, 84s. 12 and	
7 lb caddies	0 68
Shank, plug, 74s. 12	
butts, 12 lb. boxes, 6 lbs. 0 37	
Empire, 7s and 14s, caddies	
10 lbs. $\frac{1}{4}$ caddies, 6 lbs.	0 36
Great West, 14s. 9s	
lbs.	0 72
Great West, 14s. 11s	
lbs.	0 50
Great West, 14s. 12s	
lbs.	0 50
Great West, 14s. 14s	
lbs.	1 00



Lindners Limited

Manufacturers of

"Banner Brand" Jams,
Jellies and Marmalade,
wish to extend to the
Grocery Trade of Canada
the compliments of the
Season.

Brampton
Dec. 25th, 1915

Christmas

If you have any
delayed orders for
Hams, Bacon,
Lard or Poultry
wire them in now.

F. W. Fearman Co., Limited

ESTABLISHED 1854

HAMILTON

WETHEY'S CONDENSED MINCE MEAT

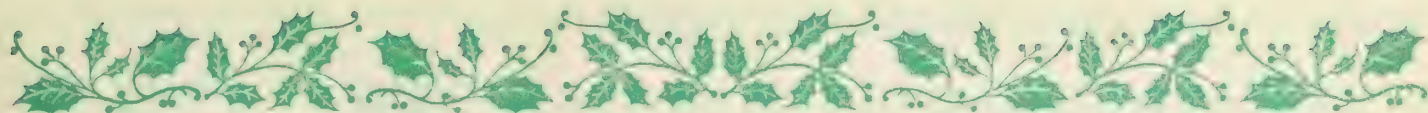
Quality—better than ever, if such is possible.

Price unchanged.

Order from your jobber.

\$4.
Pork Lard, 1 lb., \$1.50
Lamb's Tongues, 1/2s, \$1.00.
Sausages, 1 lb., \$1.50
Tongue, Ham and Veal Pate, 1/2s, \$1.20.
Ham and Veal, 1/2s, \$1.
Beef, Ham, Tongue, Veal, 1/2s, \$1.
Chicken, 1/2s, \$1.
Ox Tongues, tins, 1/2s, \$2.40; 1s, \$5.00; 1 1/2s, \$8; 2s, \$10.
Veal Tongues, Glass, 1/2s, \$9.75.
Muskrat, Hemorrhoidally Seal,
Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.60; 4s, \$4.80; 5s, \$5.40.
Plum Pudding, 1s, \$2.30; 2s, \$2.50.
Butter, 1 lb., \$1.40; 1/2 lb., \$1.85.
Individuals, 50c doz.
Tomato, 1 lb., \$1.40; 1/2 lb., \$1.85.
Chili Plant, 1 lb., \$1.40; 1/2 lb., \$1.85.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups No. 1 Assorted, 95c.
Smoked Beef Cordials, 20 oz. btl., \$10 per doz.
Braised Plum puddings 1s \$2.30; 2s \$2.50 doz.
LAIPORETE MARTIN, LIMITED Montreal Agencies
BASIN DE VICHY WATERS
L'Admirable, 50 bottles, 5 50
Neptune, 50 bottles, 7 00
San Rival, 50 bottles, 8 00
VICHY LEMONADE
L. Sauratise, 50 bottles, 8 00
NATURAL MINERAL WATER
Fine, Source Chateau, 50 bottles, cs. \$9 00
IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs. 6 doz. spils, doz. 1 15
Ginger Ale, Trayders, cs. 6 doz. spils, doz. 0 95
Club Soda, Trayders, cs. 6 doz. spils, doz. 1 05
Club Soda, Trayders, cs. 6 doz. spils, doz. 0 95
BLACK TEAS
Victoria Blend, 50 and 30-lb. tins, lb. 0 35
Princess Blend, 50 and 30-lb. tins, lb. 0 35
JAPAN TEAS
H. L. ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30
COFFEES
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MALT EXTRACT
Miller of Milwaukee, cs. 2 doz. btl. 4 25
Miller of Milwaukee, btl. 8 doz. btl. 16 25

BARS HEAD LARD					
COMPOUND					
S. J. FRANK CO., LTD.					
Cakes	9 10%				
Tubs, 50 lbs.	9 10%				
Tubs, 20 lbs.	9 10%				
Tins, 20 lbs.	9 10%				
Cakes, 5 lbs. 12 to case	9 11%				
Cakes, 5 lbs. 24 to case	9 11%				
Cakes, 5 lbs. 48 to case	9 11%				
Cakes, 5 lbs. 96 to case	9 11%				
F. B. Montreal.					
MUSTARD					
COLMAN'S OR KEEN'S					
Per doz. cases					
D. S. F. ¼ lb.	\$ 1 60				
D. S. F. ½ lb.	2 90				
D. S. F. 1-lb.	5 70				
F. D. ¼ lb.	0 90				
Per jar					
Durham, 4-lb. jar	9 00				
Durham, 1-lb. jar	9 00				
JELLY POWDERS					
WHITE SWAN SPICES AND CEREALS, LTD.					
White Swan, 15 flavors, 1 doz. in handsome counter					
..... \$ 0 90					
List Price					
SPICES					
WHITE SWAN SPICES AND CEREALS, TORONTO.					
Drugs					
Canister 4 oz.					
Round Pkgs.					
Allspice	\$0 90	\$0 90			
Ass. Woodruff, 4 oz. tins.					
Bay					
Cayenne	0 90	0 90			
Cheery Salt					
Cheery Pepper					
Cardamom	0 90	0 90			
Cinnamon, 1 oz. Bag-					
ots, 45c					
Cloves	0 90	0 90			
Curry Powder					
Ginger	0 90	0 90			
Mace					
Nutmegs	0 90				
" Whole, 5c. Pkgs.,					
45c					
Paprika	0 90				
Pepper, Black	0 90	0 90			
Pepper, White	1 10	1 10			
Pastey Spice	0 90	0 90			
Pickling Spice (Win-					
dow front)		0 75			
Dozens to case	4	4			
Shipping weight, per					
case	10 lbs.	17 lbs.			
WHITE SWAN LYE					
Single cases, 4 doz.\$ 3 50					
5 case lots, 4 doz. 3 35					
Shipping weight 50 lbs. per case.					
THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS					
Laundry Starches—					
Boxes					
40 lbs., Canada Laundry ..					Cent
40 lbs., boxes Canada white					.08%
gloss, 1 lb. pkg.06%
4 lbs. No. 1 white or blue,					
4 lb. cartons07½
48 lbs. No. 1 white or blue,					
3 lb. cartons07½
100 lbs., kegs, No. 1 white					.06¾
200 lbs., bbls., No. 1 white					.06¾
80 lbs., Edwardsburg silver					
gloss, 1 lb. chrome pkgs.					.07¾
48 lbs., silver gloss, in 6-lb.					
tin canisters08½
36 lbs., silver gloss, 6-lb.					
draw lid boxes08½
100 lbs., kegs, silver gloss,					
large crystals07¾
28 lbs., Benson's Satin, 1-lb.					
cartons, chrome label ..					.07½
40 lbs., Benson's Enamel					
(cold water), per case ...					3 00
20 lbs., Benson's Enamel					
(cold water), per case ...					1 50
Edwardsburg boxes containing					
45 cartons, per case					3 60
Cullinary Starch					
40 lbs. W. T. Benson & Co.'s					
prepared corn07%
40 lbs. Canada pure corn					
starch06½
40 lb. boxes 4c higher ..					
Canada Flour, 20 lb.					
cases per doz.					10



The Ambitious Clerk

DO you get a fat pay envelope at the end of the week, or could you use more cash if you had it?

Do you merely want to get more or are you honestly anxious to make yourself worth more to your employer?

How much time do you spend increasing your information about the grocery trade, or thinking out plans for selling more goods for your employer?

Here is a good suggestion for a New Year's resolution:

"I will read every issue of Canadian Grocer, advertisements, market news and sales suggestions during the year 1916.

"I will study the grocery business and I will be able to give an intelligent account to a customer of any line of goods we have in stock.

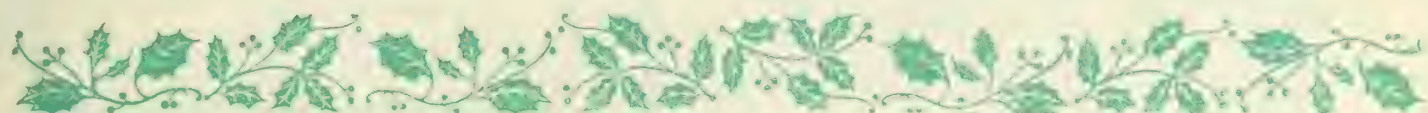
"I will read what the manufacturer has to say about his products through his advertisements, and I will find out what my customers think of them on using.

"I will study how windows should be dressed, show-cards lettered and advertisements written, and sales promoted generally.

"I will make myself a better clerk, a more valuable man for the boss, and I will carry home a fatter pay envelope a year from now.

"I will send in \$2.00 to Canadian Grocer for my 1916 subscription right now."

AN AMBITIOUS CLERK.



Your next order of bottled goods will sell better

—if you see that they are sealed with the Anchor Cap, the absolute security of which has popularized it with the buying-public everywhere.

The Anchor Cap is the best guarantee of freshness

you can possibly give to your customer, and besides security against contamination, it absolutely prevents loss through spilling, etc.

Insist on the Anchor Cap on that next bottled goods order. Your wholesaler will supply them on any lines whatever.

ASK HIM TO-DAY

Anchor Cap & Closure Corporation of Canada, Limited

Sudbury Street W., Foot of Dovercourt Road

TORONTO



Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



Remember "buy all" that you handle Carr's Biscuits put you into the front rank of a quality salesman.

For Prices, etc., Write To-day

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn Horton Limited, Toronto; Hamblin-Brereton Co., Ltd., Winnipeg; Mac, A. N. Cowdrey & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD Norwegian Sardines

are pressed from the most freshly caught autumn fish, no hard, tough fish being packed in our up-to-date, sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 sardines to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

J. S. McMillan, Toronto; Wilson & Frouzelle, Winnipeg; Macdonald, Vancouver; Hamblin, Montreal; W. A. Smith, St. John's; N. B. H. Co., Halifax; A. C. H. Co., B.C.

Brooms of Quality

may always be had by ordering
our brands. We have them at
\$3.00, \$3.25, \$3.50, \$3.75,
\$4.00, \$4.25, \$4.50, \$4.75,
\$5.00, \$5.50, \$5.75, \$6.00
per dozen.

FACTORY and MILL
Brooms \$3.75, \$4.25, \$4.75
per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

A Merry Xmas

to all and a bigger and more
prosperous New Year.

Sort up stocks for New Year's.

Oranges, Bananas, Pineapples,
Etc., Etc.

Oysters, Haddies, Ciscos, Etc.

A full line to choose from

WHITE & CO., LIMITED

Wholesale Fruits and Fish

TORONTO

Want Ads.

If you want a buyer for your
business, or have a situation
to fill or want a situation,
send us a Condensed Adver-
tisement. There is someone
who is looking for a proposi-
tion such as yours. For two
cents a word you can speak
across the continent with a
condensed advertisement in
this paper.

Try it out

KINDLY MENTION
THIS PAPER WHEN
WRITING ADVER-
TISERS

The Apple Crop

in the famous Georgian
Bay District is very short
this year. Write us be-
fore placing your winter
order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons
on the market.

"St. Nicholas"
"Queen City"
"Kicking"

J. J. McCabe

Agent

TORONTO

MENNEN'S

**Talcums
Shaving Cream
Cream Dentifrice**

There is a world of difference between business you have to **make** and the kind that "just comes." The Mennen products fall into the latter class.

While you need to use constant selling effort to dispose of many of the goods in your store, Mennen's are widely advertised and well-known lines that have already **created demand**.

The mere display of Mennen products in your store is sufficient to effect sales.

Write and ask us about Mennen "Window Trims" and "Display Cards."

**Made in Canada by Gerhard Mennen
Chemical Company, Montreal**

**Selling Agents: Harold F. Ritchie Company, Limited,
Toronto**

BESIEGED!!

WITH ORDERS

OUR LINE HAS INTERESTED
MERCHANTS!! MANUFACTURERS' AGENTS!! AND
JOBBER!!

THROUGHOUT THE DOMINION.

Increased business has forced us to enlarge factory, equipment, and increase output to meet the demand.

"CANADA SOUPS"

are made in 10 varieties, put up in 100 g. packages, and sold at 5¢. Are lately distinct in flavor, containing required food values.



Canada Foods, Limited, Toronto

King Oscar Produces the "smile that won't come off"

Sell your "hard-to-please" customer a box of King Oscar Sardines and note the change when she comes into your store again for another supply of this popular, wholesome sea food. She'll smile, and so will you. King Oscar Sardines. Initial sales in your store will be followed by a continuous demand.



Do you wonder how King Oscar Sardines are produced with so much excellence? The greatest care is exercised in the selection of the finest sardines, and the most modern methods are used in their preparation.

Do you wonder how King Oscar Sardines are produced with so much excellence? The greatest care is exercised in the selection of the finest sardines, and the most modern methods are used in their preparation.

Do you wonder how King Oscar Sardines are produced with so much excellence? The greatest care is exercised in the selection of the finest sardines, and the most modern methods are used in their preparation.

J. W. Bickle & Greening
J. A. HENDERSON
HAMILTON, ONTARIO

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Ontario: C. H. Cole, 33 Front St. East, Toronto
(Selling Agent).

Manitoba and Saskatchewan: Richards & Brown,
Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary;

Campbell, Wilson & Horne, Ltd., Lethbridge;
Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co.,

Ltd., Vancouver; Kelly, Douglas & Co., Ltd.,
Victoria; Kelly, Douglas & Co., Ltd., New
Westminster; Kelly, Douglas & Co., Ltd.,
Prince Rupert.

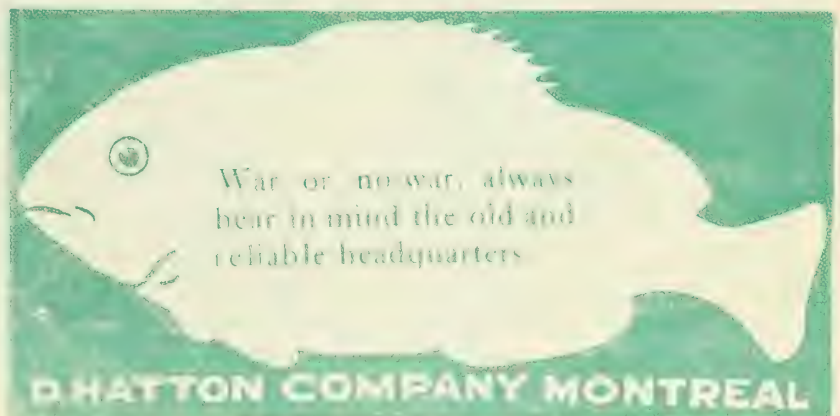
McVitie & Price, Limited
EDINBURGH and London

McVitie & Price of Canada, Limited
Vaudreuil St., St. Paul St. E., Montreal

Griffin, Skelley & Co.
and their representatives
wish the trade a
Merry Xmas
and
Prosperous New Year

To all our Customers and Friends
we wish

A Merry Christmas
and a
Hopeful New Year,
Peace and Prosperity



You can talk across the continent for two cents per word with
a WANT AD. in this paper.

Frank L. Benedict & Co., Montreal

THE ROOT CANADIAN HOUSE
185 Wright Avenue, TORONTO.

When a person is charged with a crime, the government has the burden of proving that the person is guilty beyond a reasonable doubt. If the government cannot prove this, the person is innocent. This is a fundamental principle of our justice system.

[illegible]

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

The will of the gods took from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to him "as a matter of course" for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business although they may be thousands of miles apart.

The "want ad." is the great force in the small business and community daily life.

by us are therefore certain.
THE TRENT MFG. CO., LIMITED
 TRENTON, ONTARIO, CANADA

Book and tape results in the other
pairs speak for themselves, with
the second pair (28) showing a
very clear α vs. β Phon. Addressed to

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.
143-153 University Ave., Toronto

Baker's Cocoa and Chocolate



Registered
Trade Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every
genuine package.

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

there's a greater demand
than ever for

MAPLEINE

the "mapley" flavor for making syrup and flavoring desserts and dainties.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey

287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.

SEATTLE, WASH.



Fancy Creamery Butter, Selected Eggs.
Fancy Dressed Poultry. Grocer Orders
our Specialty.

Mann, Laurie & Co.

Phone 1577.

London. Ont.

**One Inch Space
\$1.00 Per Issue
on Yearly Order.**

BAKER'S KNIFE POLISH

WELLS-20102

JOHN BAKER & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg

Are You Interested?

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand
Fixtures?

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among
the progressive Grocers of Canada
at least one individual who is on
the lookout for just such a pro-
position that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the
manufacturer, the clerk and
the traveler, just the men to
whom you wish to sell or from
whom you would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

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tions.

For extra rates for display adver-
tising and for the withdrawal of
Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping.

THEREFORE
SAVE MONEY

Write Your Jobber or

ALLISON COUPON COMPANY

532 East Market St.
Indianapolis, Indiana, U.S.A.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, inter-
esting and instructive book ever
published on Coffee. It is attractively
written and richly illustrated,
and should be read by all who deal
in or use Coffee. The contents in-
clude:

Cultivation and Preparation
Commercial Classification and
Description
Adulteration and Detection
Art of Blending, Preparing, etc.

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and Coffee,
will be mailed to you postpaid on
receipt of

\$2.00

It Will Pay You to Send at Once

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

Christmas Appeal

FOR

The Hospital for Sick Children

COLLEGE ST., TORONTO.

Dear Mr. Editor:—

Thanks for your kindness in allow-
ing me the privilege of appealing at
his Christmas time to get help of the
Hospital for Sick Children, Toronto.

In the 40 years of the Hospital's ex-
istence there have been treated within
its walls 26,108 children as in-patients;
231,768 as out-patients; a grand total
of 257,876 in and out-patients.

The Hospital for Sick Children gives
a province-wide service, for little
patients from every section of On-
tario have sought its aid. Last
year 499 patients were admitted from
232 places outside the city of Toronto.
In 1914 there were 394 from 210 places.

Of the 2,838 in-patients last year
1,771 were medical cases and 1,067
surgical. In the orthopedic department
of the 2,838 in-patients, 264 were
treated for deformities, 21 Pott's dis-
ease of the spine, 10 lateral curvature
of the spine, 10 bow-legs, 57 club-feet,
17 dislocations of hip, 42 tubercular
disease of knee, hip, ankle, wrist and
elbow, 10 in the upper limb, 1 in the
neck, and 21 miscellaneous.

But battle is never-ending as one
and another little one is added to the
list, for it is the fight between the armies of
life and death, to save the child life,
the sick little ones, sons and daughters
not only of our soldier men, but of
the fathers and mothers still in this
home-land province.

The Hospital is beating back dis-
ease and death, the enemies that as-
sail the lives of little children as the
British Empire is beating back Ger-
many, Austria and Turkey, the en-
emies that assail the life of liberty.

So we appeal to the generous people
of Ontario not to forget those so near
and dear to us, who lie in the beds and
cots of this great charity.

Will the people at large, as of old,
respond to our call? Will they remem-
ber that every year is a war year for
the Hospital, every day a day of battle,
and that the Hospital needs money,
not for its own sake, but for the chil-
dren's sake?

The Hospital has waged its war for
forty years. The people of Toronto
and Ontario have been its friend, and
this year of all years it requires help.
Surely you will give to a charity that
cares for every sick child in Ontario,
for only as your money reaches the
Hospital can the Hospital's mercy
reach the children.

Every dollar is a link of kindness
in the chain of mercy that joins the
money in your pocket to the miseries
of some child's life, some mother's
heart.

Remember that Christmas calls you
to open the purse of your kindness to
the Hospital that the Hospital may
open the heart of its help to the
children.

Will you send a dollar, or more if
you can, to Douglas Davidson, Secre-
tary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees,
Toronto.

When writing
to advertisers
kindly mention
this paper

Twenty Dollars in Prizes For Best Christmas Windows



YOU have yet plenty of time to enter our Christmas Window Dressing Contest. As long as photograph is mailed before Dec. 31, it will be eligible. Do not overlook description of window on separate sheet. Get photo about 7 x 10 inches.

Each dealer or clerk who enters has an opportunity to win one of the three prizes.

Windows from smaller centres do not compete with those from the larger. There are three prizes for displays from centres under 10,000 population, and three for the others—\$5, \$3 and \$2 in each case, making \$20 in all.

One of our main desires in conducting this contest from year to year, is to obtain a number of Canada's best displays for reproduction in this paper. This helps everybody because it supplies an exchange of views on good window trimming.

Come in on this contest. You may share in the honor.

Address:

The Editor, The Canadian Grocer

143-153 University Avenue, Toronto

INDEX TO ADVERTISERS

May 1916

Serve You Well

This is our wish to the grocery trade of Canada and their patrons.

May the New Year serve you with health and happiness, with a good supply of prosperity thrown in.

And in extending our greetings we take this opportunity to thank you for your favors and patronage shown us during the past year.

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul St.

MONTREAL

Tel. Main 3766

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K. & Co.	1		



*WISHING YOU
ALL YOU
WISH
YOURSELF*

THE NUGGET POLISH CO., LIMITED

9, 11 and 13 Davenport Road

TORONTO

ONTARIO



Just figure it out—

100 lbs. of uniform	100 lbs. of uniform	100 lbs. of uniform	100 lbs. of uniform	100 lbs. of uniform
100 lbs. of uniform	100 lbs. of uniform	100 lbs. of uniform	100 lbs. of uniform	100 lbs. of uniform
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NOTE THESE PRICES

St. George Brand Coffee, 2 doz. in case	\$1.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW

The Malcolm Condensing Co., Limited, St. George, Ont.

No. 28

Chats with Old Baba

Canada's Oldest Magazine

LOTS OF FOOD, BUT HUNGRY

There is a great deal of food in the world, but it is not always distributed in the right way. The people who have the most food are often the ones who are the hungriest. This is because they are not used to eating the food that they have. They are used to eating the food that they have, and they are not used to eating the food that they have. This is because they are not used to eating the food that they have. They are used to eating the food that they have, and they are not used to eating the food that they have.

King George
Navy



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

2.000.000 pounds of E.D.S Jam to Tommy

and this is how he likes it

FOR THE LAST FIVE YEARS we have secured tremendous shipments of E.D.S. Jam for the Dominion and Great Britain.

It is a stranger who, on behalf of himself and the approval of the choice of the Purchasing Department of the War Office, E.D.S. Jam on nomination at the War Office in London.

And, besides this, we have secured the contract for E.D.S. Jam for all troops all over the Dominion.

*Quality and
Sales turn.*

Swing the local jam business your way this

Order your supply to-day.

E. D. Smith & Son, Limited
WINONA, ONT.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol XXIX

PUBLICATION OFFICE: TORONTO, DECEMBER 31, 1915

No. 53



TRADE MARK



MANUFACTURED AND
GUARANTEED BY

**CANADA FOODS
LIMITED**

TORONTO

CANADA

**Quality and
Strength**

IN

**Canada Foods
Limited**

High-Class Food Products

DRY SOUPS

(16 Varieties)

Soup Globules

Vegetable Ferment
(Junket Tablets)

Package Peas and Beans

Custard Powders

Jelly Powders

Egg Powders

Baking Powder

Pudding Powders

Icings

Ice Cream Powders

Oriental Sauces

Fruit Sauces

**Unfermented Wines and
Cordials**

Mince Meat

Mint Sauce

That tasty blanc mange with Crown Brand Corn Syrup

or preserves or even served with a cream sauce or plain milk, will make an economical dessert for your customers and open up a source of revenue for you. Make the suggestion to-day and display your stock of

Benson's Prepared Corn

in the famous yellow package—Canada's standard for nearly sixty years—made from the best grade corn.

It's not only the sale of the corn starch but the incidental sale of Corn Syrup that result from suggestions and display.

Trim up a counter display to-day using Benson's Prepared Corn and Crown Brand Corn Syrup.

BOOST SALES AND PROFITS.

The Canada Starch Company LIMITED

Manufacturers of the Edwardsburg Brands

CARDINAL, BRANTFORD and FORT WILLIAM, ONT.

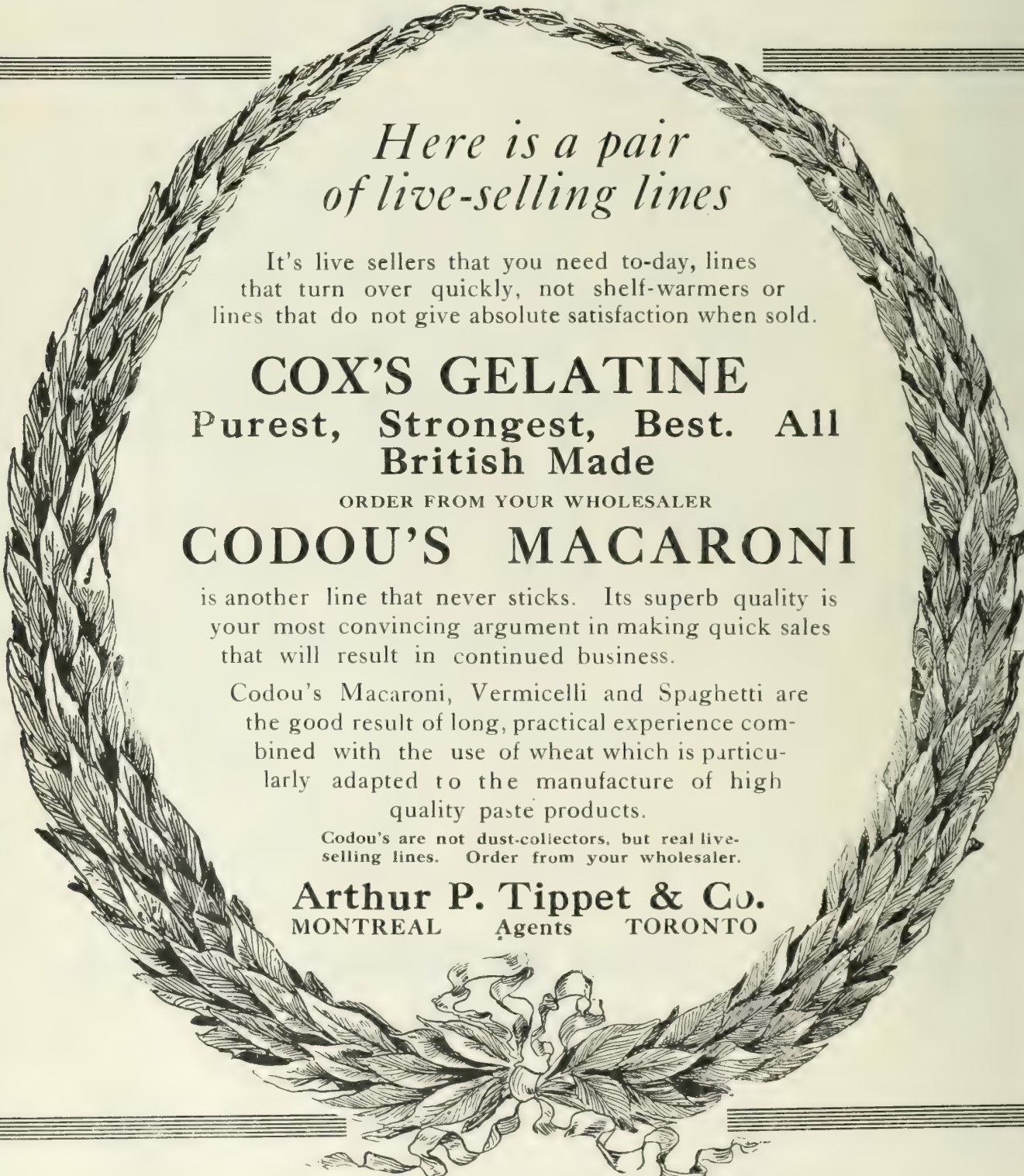


*A Happy New Year's
To You*

To all our good friends in
the trade, we extend our
sincere thanks for their
hearty co-operation in ex-
tending the sales of
LANTIC SUGAR
and we wish them re-
newed happiness and pros-
perity during 1916.

ATLANTIC SUGAR REFINERIES, LIMITED
Montreal and St. John, N.B.

A Dollar in the Till is Worth Two Tied Up in Unsatisfactory, Unsaleable Dust-Collectors



*Here is a pair
of live-selling lines*

It's live sellers that you need to-day, lines
that turn over quickly, not shelf-warmers or
lines that do not give absolute satisfaction when sold.

COX'S GELATINE
Purest, Strongest, Best. All
British Made

ORDER FROM YOUR WHOLESALER

CODOU'S MACARONI

is another line that never sticks. Its superb quality is
your most convincing argument in making quick sales
that will result in continued business.

Codou's Macaroni, Vermicelli and Spaghetti are
the good result of long, practical experience com-
bined with the use of wheat which is particu-
larly adapted to the manufacture of high
quality paste products.

Codou's are not dust-collectors, but real live-
selling lines. Order from your wholesaler.

Arthur P. Tippet & Co.
MONTREAL Agents TORONTO

It's British and it's best

Leacock's Molasses, made at Barbados, are high-grade products, unexcelled in quality and proven sales-getters.

A stock of

Leacock's
*Extra Fancy
and Extra Choice*

will prove their selling merits to you during the winter months. Stock up to-day—and be sure it's Leacock's.

Leacock & Co.

*Exporters of highest grade
Molasses*

BARBADOS,

B.W.I.



Borden's—the cold days busi- ness-getters

Though the genuine nutritive properties and palatable goodness of Borden's Milk Products make them strong sellers at any time, they are particularly suitable for profitable winter selling.

Their "made-in-a-minute" qualities specially adapt them for luncheons, socials and the hundred and one festive occasions of the winter season.

If you are not featuring "Borden's" now is an opportune time to convince yourself of its unusual selling qualities.

Stock up to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

Port Arthur, Ont.

47 William Street
Montreal, Que.

Bowman's Quality Fish

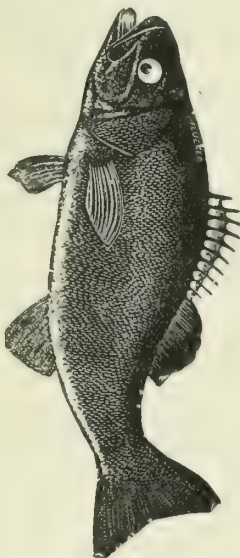
Smoked

Salted

Sea

and

Lake



Fresh

Frozen

Sea

and

Lake

DIRECT FROM C TO U

Producers and Shippers of Lake Herring, Salted or Frozen. Ask for Price List.

J. BOWMAN & CO.

WHOLESALE FISH

26 Duncan Street

TORONTO, ONT.

"NOTICE"

Our New Address is:

59-63 FRONT STREET EAST
(South-West Corner Church Street)

We shall be pleased if our customers will call and see us when in the city. Meantime, send us your orders by letter or 'phone and see the promptness with which we can handle your business with the **Improved Facilities** we now have.

CANADA BROKERAGE CO., LTD.
WHOLESALE GROCERS, TORONTO

A tea with satisfaction in every
sip—the real satisfaction that
brings your patrons back for more
—that's

MELAGAMA

the quality tea in the attractive
package.

Bid now for a goodly share of 1916
prosperity by stocking this country-
wide household favorite.

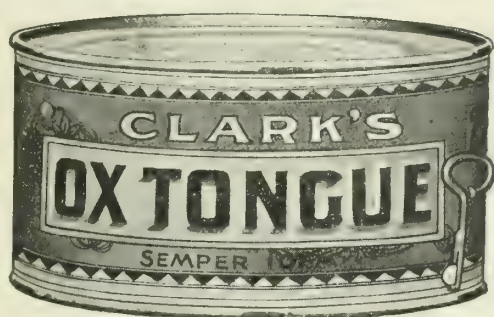
Minto Bros.

New Address: 284 Church St.

TORONTO

CLARK'S OX TONGUE

The Finest
Ox Tongues



Cured and
cooked to
perfection.

In sizes $\frac{1}{2}$ s, 1s, $1\frac{1}{2}$, 2, $2\frac{1}{2}$, 3, $3\frac{1}{2}$, 6

CLARK'S SPAGHETTI

With Tomato Sauce and Cheese

A high-
grade food
delicacy



A
popular
favorite

SEASONABLE AND READY SELLERS

W. CLARK, Limited, Montreal

Clark's



Riteshape

Start in the **Riteshape**.

Join the big society of **Riteshape** retailers in Canada.

Bring your bulk food business up to a fancy, satisfactory plane. Get a bigger and more profitable bulk food business.

Riteshapes make this possible.

There is one fact only that we want to impress on you in 1916. If we succeed it will be good for you and good for us. It is this: A **Riteshape** dish will make any food look better, sell better and give better satisfaction than has ever been before.

And there is a **Riteshape** for every food.

Get **Riteshapes** from

VICTORIA PAPER & TWINE COMPANY

TORONTO

MONTREAL

The Oval Wood Dish Company

Manufacturers

DELTA, OHIO, U.S.A.



A few selling points for you and the clerks

Cash Reasons—

Every new customer for "Canada First" means increased sales.

It means that you get money that would otherwise go to the Milkman.

"Canada First" is superior to fresh, perishable milk in many ways, as it remains sweet—and keeps longer.

For Coffee and Cocoa it is as good as rich cream, and costs less.

For cooking it is better, because it is always available and because it contains all the virtues of fresh milk in a condensed form.

In winter when fresh milk deliveries are uncertain and irregular, every family should have a few cans of "Canada First" available.

For Infants' Food "Canada First" meets the requirements of the most exacting physicians for purity, safety and nourishment, and by Government Test, it is the best.

"Canada First" Condensed Milk (Sweetened), Best for Babies, and Cooking.

"Canada First" Evaporated Milk (Unsweetened) Best for Coffee, Icings, etc.



**Best for Coffee
Salads**



**Best for Baby
Cooking
Candies**

**AYLMER CONDENSED MILK CO., LIMITED
HAMILTON, CANADA**

CANADIAN GROCER



Little
Miss
"MAIDEN"
CANADA

Registered

"It's time to stir things up"

COWAN'S
Perfection
COCOA

ASK OUR SALESMEN WHY

Our Business Policy in 1916

will be the same as in 1915—a policy based on mutual service, confidence, and goodwill. To give value for money in every line we sell; to maintain the highest possible quality in

**Ocean Blue
Gipsy Stove Gloss
Linoleo Floor Wax
Glosso Metal Polish
Zog**

and thus earn the goodwill of your customers—this will continue to be our policy. In a word, we shall try to render Efficient Service to all those to whom we, as a Business House, owe any duty.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Lightcap and Grant, 179 Bannatyne Ave. East, Winnipeg. For British Columbia and Yukon: Creeden & Avery, Ltd., Rooms 5-6 Jones Block, 407 Hastings St. W., Vancouver, B.C.

Don't lag behind your competitors

You cannot afford to run risks of losing a single customer. Yet, remember that absolute cleanliness is a very necessary essential in the handling of groceries.

Handicapped with an old-fashioned oil measuring system you simply cannot help getting your hands, and clothes, oil bespattered, with the consequent objectionable odor.

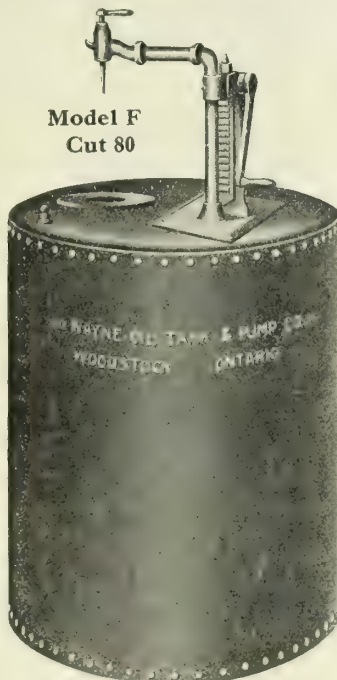
The "Wayne" Oil Tank eliminates this completely. It measures the oil quickly and accurately, without slopping or spatter, guaranteeing the dealer against loss of profit through waste, or customer dissatisfaction.

Worth investigating. Write for particulars.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

**The Wayne Oil Tank
and Pump Co., Ltd.**

Woodstock,
Ont.



Model F
Cut 80



Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

About Fruit Jars

We are anxious to show you a Fruit Jar that will appeal to you as being better in every particular than any you have ever seen. To start with, it is made of clear glass—makes the fruit look better. It is moulded smooth—no rough edges to cut the hand. The screw top is rolled to prevent cutting also. The glass top fits perfectly—doesn't rock, hence a sure seal. Every Jar is inspected before it leaves the factory and poor ones are thrown out.

We want your order now, but delivery need not be made until about June 1st. There is no object in taking them in any sooner. Our salesmen will start out on Monday with samples, and we strongly urge you not to place an order until you see this Jar. You have nothing to lose by waiting a month and may gain much. Prices are—\$6.75, \$7.25 and \$9.25 for Wine Measure, net 30 days, F.O.B. Toronto and Berlin.

JOHN SLOAN & CO.
WHOLESALE GROCERS

TORONTO

BELLEVILLE

BERLIN



J
A
P
A
N

T
E
A

JAPAN TEA

*will make a paying feature
FOR YOUR tea department
during the coming year.*

It will rally much of the trade of the older people and will make new friends for you among the younger generation.

This delicious, wholesome tea, in natural green leaf only, is being extensively advertised. The demand is growing daily throughout Canada.

Your wholesaler will replenish your stock. Put Japan tea in the caddy that's easiest of access.

Tartan BRAND

THE SIGN OF PURITY

Where service counts

During the past year, when close buying and small stocks was the order of the day, the Tartan Brand service has been most appreciated by the Canadian trade.

We extend thanks to our patrons for their support and wish all a bumper business throughout the new year. We hope to deserve your continued patronage in 1916.

Balfour, Smye & Co., Hamilton, Can.

WHOLESALE MANUFACTURING GROCERS.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

GOLD DUST



GOLD DUST is the great cleansing machine that saves hard work for the housewife. GOLD DUST advertising is the great selling machine that saves hard work for the grocer, by sending sales to him. Keep GOLD DUST prominently displayed and get the benefit of our work on the consumer.

THE N.K. FAIRBANK COMPANY

LIMITED

MONTREAL

A Happy and Prosperous New Year is in store
for users of

St. Lawrence
Sugar

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

When you sell

HEINZ

57

VARIETIES

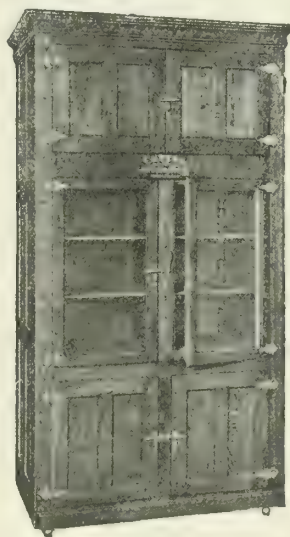
PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

Eureka Service Spells 1916 Success



Now is an opportune time to glance back at the year that is gone and see just what new equipment you require in order to build up a better business during 1916.

Just put it up to yourself. Is that old-fashioned refrigerator giving you satisfactory money-making service? Does it display its contents in such a way as to invite the customer's attention? Does it preserve your food-stuffs absolutely pure and free from contamination?

If not, you should write us and let us tell you all about the most scientifically perfect refrigerator made — the Eureka.

Mail a card to-day.

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Eureka Refrigerator Company
31 Brock Avenue Limited TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or agents wanting agencies.

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MACKENZIE & MORRIS
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Groceries, Provisions and Produce
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Established 1885
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We Wish You All
A Prosperous New Year.
Accept our thanks for the
abundance of orders sent
us last year.

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If you want the market on
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Wire or phone
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We specialize on potatoes, have warehouses at
all buying points in the potato belt. Cars
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Cable address: "Macnab," St. John's.
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Wholesale Grocery Brokers
and Manufacturers' Agents.
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We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

W. H. Escott Co.,
LIMITED

Wholesale
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Manufacturers' Agents
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WINNIPEG REGINA
CALGARY EDMONTON

ATTENTION: Warehouse Men and Commission Merchants

We have a splendid warehouse.
Our traveler covers this district
monthly. We want good selling
lines to handle on consignment.
Write us to-day.

References: Fernie Fort Steele Brew-
ing Co., Fernie, B.C.; W. B. Cigar
Factory, Rossland, B.C.; Royal Bank
of Canada.

NELSON CLUB CIGAR CO., Ltd.
Nelson, B.C., P.O. Box 701

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bond and stock issues, min-
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"The Canadian Newspaper for Investors"

NOTICE TO MANUFACTURERS of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast.
If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers
Office and Warehouse : 309-311 King St. West, Toronto



The Road to Tea Success in 1916

is paved with Red Rose Tea packages. It is a high-quality road which leads to the homes of satisfied customers and means more tea dollars for the grocer.

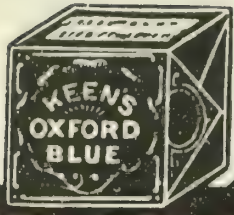
Red Rose Tea has the flavor, richness, strength and economy that completely satisfies the most discriminating judges of tea quality. It is a business-builder and a profit-earner for the grocer.

During 1916 there will be an increasing number of grocers who will make Red Rose Tea their leader. It will profit you to do so, too.

To all the *Grocers* of Canada and their *Clerks* we extend our heartiest New Year Greetings. We hope that 1916 will be a very successful one for you all.

T. H. Estabrooks Co., Limited

St. John, Montreal, Toronto, Winnipeg, Calgary



Keen's Oxford BLUE

for 1916

Slip in with the rest of your good resolutions the resolve to push and sell more *Oxford Blue* in 1916 than ever before.

Keen's Oxford Blue is the old reliable blue, needs no introduction, and which will sell the better by using a counter display as a reminder.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

For 1916

We wish you and yours
every good fortune of all
the other years—without
any of the misfortunes.

The Canada Starch Co., Limited

*Manufacturers of the famous "Crown Brand" and "Lily White"
Crown Syrups and other Edwardsburg Brands*

MONTREAL

BRANTFORD

CARDINAL

FORT WILLIAM

CANADIAN GROCER

VOL. XXIX

TORONTO, DECEMBER 31, 1915

No. 53

A Splendid Year Was 1915

Testimony of Food Stuff Manufacturers and Wholesalers Show Business Beyond Expectations
—Importers Have Difficulty in Getting Goods and Could Have Disposed of More
—Nineteen Sixteen Predictions Optimistic.

THE dying stages of 1915 are at hand as we write, and the time for reviewing the past and peering as far as possible into the future is here. What has the twelvemonth produced for you? What is in store for 1916?

A year ago to-day we were in the early stages of the great war. The shock was still upon us. Many looked forward with distrust and even fear of what was to come. But many others—the majority, we believe—had unbounded faith in the country and the Empire, and by hard and diligent work have helped to bring about the splendid conditions as we now find them.

To obtain an accurate idea of business conditions among foodstuff manufacturers and wholesalers, Canadian Grocer wrote a number of them. Their replies as given herewith certainly represent an exceedingly healthy state of affairs and will be read with a great deal of satisfaction by the entire trade.

Trouble in Getting Goods

“Business during 1915 was a very fair business indeed and we have no reason to complain of it, although of necessity we were not in a position to supply many of the goods we have been in the habit of selling. But if we had been able to do so our business would undoubtedly have been of a satisfactory volume.

“Compared with previous years, 1915 was very fair indeed; 1914 was a little abnormal on certain lines, but we consider, generally speaking, the conditions of business were good.

“Do we find any change in the class of goods? Yes, we find, especially in the dried fruit line, people run to cheaper goods; that is, they look more for bulk than quality. This, however, we don't think will be lasting. It applies not only in fruit, but other lines as well. We fancy, however, that the larger bulk of trade will in time return to better quality instead of the cheaper lines, as it has always been our experience that in the end standard goods came out ahead.

“As to the outlook for 1916: We should consider it quite as good as for 1915. In fact, we are looking for better business, but, of course, in our personal case it depends entirely on the ability to secure supplies, which we have been quite unable to do during the last year.

“With best wishes for the season.”—**A. P. Tippet, A. P. Tippet & Co., Montreal.**

“During 1915 business shaped up better than our expectations and compared with 1914, it was slightly better. In our opinion, 1916 should be as good or better than 1915.”—**Chase & Sanborn, Montreal.**

• • •

“Business in 1915 was quite up to our expectations, and had we been able to receive all the goods ordered, the year would have turned out fairly well.

“Our actual sales were about the same as in 1914, and would have exceeded the latter considerably if we had no cancellations by the manufacturers.

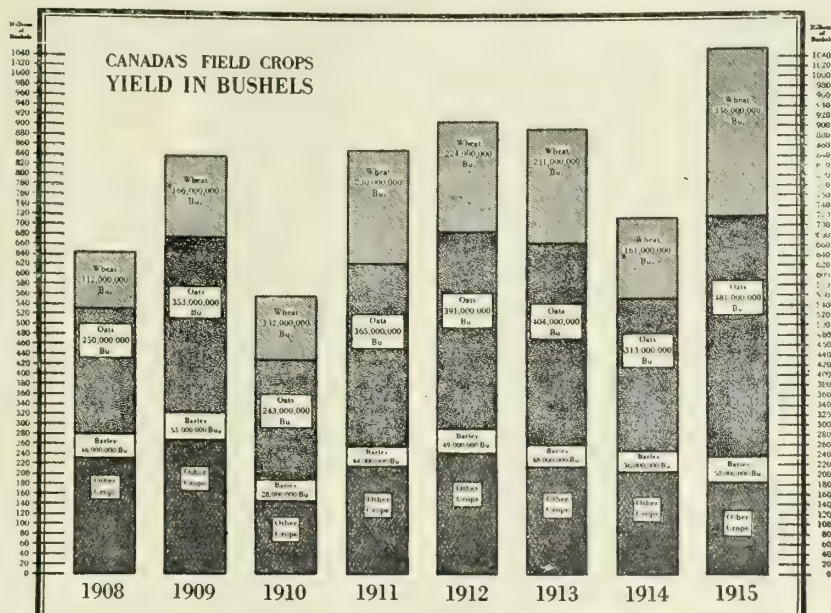
“The class of goods bought by retailers was, if anything, better than in 1914, that is, they paid higher prices and bought more largely in fairly expensive lines.

“The prospects for 1916 in our business look fairly bright, because we will start the new year with more orders in hand, which should have been filled in the fall of 1915.

“Stocks everywhere in the lines we handle are lower than we have ever known them, and we are only receiving part shipments, so that they will continue low throughout the spring, and possibly during the most of the year.

“The above is written with the reserve that something unforeseen may happen to still further curtail deliveries to us, through our principals being unable to secure sufficient raw materials.

“Wishing you the compliments of the season.”—**J. H. Magor.**



With the tremendous grain yield, as shown by the 1915 section of above chart, Canada is particularly well situated at present time. Chart is taken from Greenshields & Co.'s monthly review.

Magor, Son & Co., Limited, Montreal.

"Our business during 1915 has been larger in some lines and smaller in others, latter being for goods from Europe, the supply of which has been affected by the war.

"We should say that prospects for 1916 are fairly good, but in these abnormal times, we would rather not venture a definite forecast.—**J. Brookfield, Mgr., West India Tea Company, Ltd., Montreal.**

"Nineteen hundred and fifteen has been a very satisfactory one for us, as it has nearly doubled our output in all our lines. Since the last two increases in prices of brooms, customers are ordering a greater quantity of cheaper grades."—**American Broom Works, St. Basile, Que.**

"The calendar year of 1915 being the first year we have aggressively attempted to develop business in Canada, there is nothing with which we can compare it.

"We are glad to state, however, that the result of our efforts have been entirely satisfactory, and we are looking forward to a much increased volume during 1916."—**The Procter & Gamble Distributing Co. of Canada, Ltd.**

"It cannot be denied that a year ago prospects in the grocery business were not particularly bright. Dealers for the most part were pretty well loaded up with goods bought during the "Panic" of the previous fall, and were finding it difficult at this time to meet their obligations.

"As to our expectations a year ago for 1915, we can only say that while we expected to maintain our 1914 turnover, we were not at all sanguine about the probability of any increase. However, our salesmen started out with one thing in mind and that was "that the very worst time to quit is when others lie down—that's an opportunity."

"One would almost expect that the practice of economy during the year would have led to the purchase of cheaper goods, and while of some lines this may be true, we have not found it so with us. Merchants are apparently beginning to realize more every day that intrinsic value is the underlying principle of good buying, and merchants are buying better to-day in our line than they ever did before. They have had more time and inclination to give this important matter some thought, because they have apparently realized as never before that their "bread and butter" depended upon buying "right."

"The only change, therefore, that we have found in the class of goods purchased by retailers is a change for the

better, although it should be said that our line includes practically nothing but staples.

"The result of our 1915 business is most gratifying, as prior to the end of November, our total sales were several thousand dollars ahead of the entire twelve months of 1914. So that our gain for the year will be very substantial—especially so as our sales staff has not been increased during the year.

"Business for the past several months especially has been particularly good, and the fact that merchants are not overstocked as a year ago augurs well for the new year. Then when you take into consideration the marvellous change in the general trade of the country that has taken place during the year it becomes reasonable to suppose that 1916 will be a bigger and year for legitimate business than we have enjoyed for some time. Of course, the war is largely responsible for the increase in exports and the development of a favorable trade balance for us, but the fact that sufficient attention has been concentrated upon "production" to accomplish this is sufficient proof of itself that business to-day is on a much sounder basis than at any time in the years gone by."—**A. M. Brooke, Manager, White Swan Spices & Cereals, Limited, Toronto.**

"We are pleased to be able to give a favorable report on the year's business.

"The year just closing compares favorably to the previous one, and we are looking forward to considerable improvement in the coming year.

"An encouraging feature is an improvement in our Western orders."—**Robt. Wallace, Battle Creek Toasted Corn Flakes Co., London.**

A Great Improvement

"In reply to your question re business conditions for the year just closing and our opinion of prospects for the coming year, we do not think we can say anything but what you already know, excepting to say that 1915 has been a very strenuous year in the grocery trade. In the first part of the year business was poor and collections were bad, but they have steadily continued to improve during the progress of the year, and with the wonderful crop results, together with the activity of our manufacturers, and the absence of the usual poverty, all goes to show that there has been a great improvement over last year, which no doubt will be more apparent in next year's statement than in that of 1915. We feel quite optimistic for the future, and do not see how business can be anything but good during 1916, as when you take into account the tremendous crops and the immense amount of money that must circulate throughout the country, one would have to be a pessimist to

take any other than a cheerful view of the future. The war, of course, has created all kinds of obstacles in the way of transportation and the difficulties have been many, all of which have been noted from time to time in your popular journal; and it has had the result of revising a lot of foodstuffs which the grocery trade have to put before the consumer. For instance, on account of the high price of Valencia raisins and the scarcity of currants, California fruits have been largely in evidence in the grocery trade this year, and they have been sold very liberally; in fact, it may have the result of holding the trade in the future for California.

"This will partly answer your question re any change of goods bought by the retailers, in addition to which we would say that we are selling less high-priced goods than ever before, which points towards the economies which the people are urged to practice in war times. Trusting this is the information you require, and wishing you the compliments of the season."—**Fred T. Smye, Balfour Smye & Co., Hamilton.**

"Business in 1915 was beyond our expectations and compared with previous years it showed us a large increase. We did not find any change in class of goods bought during 1915. Prospects in 1916 look good to us."—**Telfer Bros., Toronto.**

"Our Canadian business for 1915 has been fair, with a largely increased volume of export business. Conditions have been better than the last half of 1914, and particularly during the past three months there has been a marked improvement, bringing conditions fully back to normal. Our goods being staples, there has been little change in the class of goods bought.

"We consider the prospects for 1916 very good."—**Gunns Limited, West Toronto.**

"Owing to an export demand for a good many products we handle, 1915 turned out better than expected during the early part of the year.

"For the above reason principally, 1915 was a better year with us than the previous year. We also found an increased demand for our products, such as ice cream and creamery butter.

"We found an increased demand for our creamery butter, particularly where same was put up in cartons. We believe this is making it more popular with the retailer.

"With reference to prospects for 1916, we believe that as far as this province and this city are concerned, prospects are quite as good if not better than they have ever been. With our farmers prosperous and a general improvement in the

demand for all manufactured products, we feel that the year should be commenced with confidence."—**Silverwood, Limited, A. E. Silverwood, London, Ont.**

Better Employment Conditions

"Business during 1915 proved better than we anticipated at the beginning of the year. It exceeded considerably in volume the year 1914.

"As to the class of product for which we had enquiry, there was no special difference between the two years, but this is not surprising, as there is not much variety in our product from year to year.

"We are looking forward to good business in 1916, at any rate, as long as the present conditions prevail. Our estimate as to the cause of the improvement which 1915 has shown over 1914, is that it is due largely to the better employment conditions.

"A great many men who were unemployed during the last quarter of 1914 have enlisted. Those who have not enlisted can now usually obtain work on account of the greater activity in manufacturing, due principally to the trade that has developed in war material.

"During the continuance of the war, we expect this trade will not only be continued, but developed. Therefore, until the end of the war we look for good business conditions in Canada." **The Harris Abattoir Co., Limited, West Toronto.**

"Business during 1915 was quite up to our expectations—in comparison to the year previous about ten per cent. ahead in volume of business. Retailers in our line are asking for best goods from us. Prospects to us look good for 1916."—**Hugh Walker & Sons, Guelph, Ont.**

Imported Biscuit Situation

"The biscuit business in the Old Country, from when we get our supplies, has been affected, in common with all other sections of the grocery and provision trade, by the high prices of raw material, the shortage of labor, and the difficulties of transportation. These factors have had their effect, as might be expected, on the prices, and we have had, since the outbreak of the war, three or four advances to contend with; in addition to this, there has been the increase in duty and the addition of the war tax as well as a heavy increase in freight and insurance rates, to assist in making an increased laid-down value.

"All these changes have necessitated our altering considerably our methods of handling the distribution end of our business. With regard to the results we are glad to say that they have exceeded our expectations and in face of the abnormal conditions we are to report suc-

FOLLY OF CUTTING PRICES

A close student of banking and credit conditions who is the manager of a large manufacturing foodstuff houses, writes CANADIAN GROCER as follows:

"The year has been a trying one for many. Credits generally have been curtailed, and many merchants have been unable to stand the strain. Failures for the first nine months of the year numbered 2,015, liabilities being nearly \$24,000,000 and assets \$10,000,000, as compared with 1,877 failures with liabilities of \$19,500,000 and assets of \$9,000,000 for the previous year.

"At the same time it must be borne in mind that a large number of these failures were no doubt but a natural consequence of earlier folly. The average merchant, when he finds himself face to face with a problem of this kind, very often magnifies his troubles to such an extent that his business judgment becomes warped and he may find himself struggling to overcome difficulties that do not exist but are brought upon himself largely by himself. Then the result seems to him to be a vindication of his forethought when as a matter of fact it is nothing but the consequence of his own folly.

"Probably the most flagrant example of this is the pernicious habit of 'Cutting Prices.' If a dealer would only keep it clearly in front of him always that 'Cut Prices' mean 'Cut Profits' and cut profits mean—losses—then he could keep his business in a better perspective because everyone knows what losses will eventually lead to. It is one thing to fail through force of circumstances and quite another to fail because of bad methods. Every merchant has his worries to contend with and the merchant who does not worry about his business to-day will see the day when he has no business to worry about."

cess. We have noted more careful buying generally, but this has not meant, as far as we can trace it, fewer sales, but we would rather incline to think that the more frequent purchase of fresher supplies has led to increased sales on the part of the retailer.

"As far as 1916 goes we are prepared for heavier business and are very sanguine that conditions will settle down gradually and that we shall see an increasingly heavy tone to the grocery trade generally. The Christmas business just completed as far as we are concerned, has been considerably better than we anticipated, judging from the fact that our stock of essentially Christmas goods, which we judged sufficient to cover all enquiries, was exhausted over three weeks ago, and we have been obliged to refuse a good many repeat orders on this account.

"Wishing your most useful publication continued success, and with the season's greetings."—**McVitie & Price of Canada, Limited, Sidney Owthwaite, Director, Montreal.**

"The season of 1915 has apparently shaped up a good deal better than we anticipated early in the year, so far as sales are concerned.

"Of course, the war has affected a good many costs which it is sometimes impossible to ask customers to pay.

"On imported lines, such as orange marmalade, peels, French cherries, of which we manufacture similar goods, sales have been benefited."—**Imperial Extract Co., F. W. Shirriff, Toronto.**

"We have been in business only a little over a year, and, therefore, our experience may not be as valuable as older houses. Answering your first question, therefore, "Did business in 1915 shape up to your expectations?" We may say Yes, most emphatically. When we started business, had we been sure of selling 10,000 cases Roman Meal in our first year, which included eight months of 1915, we would have regarded the outlook very favorable. You may judge of our satisfaction when I tell you that in the first year of our history we turned out almost 30,000 cases.

"Replying to question, 'What are prospects for 1916?' So far as we are concerned they are the very brightest. During the first four months we were in business, namely, the last four months of 1914, we turned out a trifle over 5,000 cases. During the three months, September, October and November 1915, which are the only ones we can give definite figures, for up to the present, we have turned out a trifle over 16,000 cases, and December is giving a fair average, while the outlook for the future is, that trade will continue to grow quite

rapidly."—**Roman Meal Company, Toronto.**

"The year closing has certainly been a very successful one for O-Cedar. The last few months greatly increasing, until at the present time, we are away ahead of any months in which we have done business previously in Canada. And looking on the prospects that we have in view for future business, we feel that it is going to be the largest we have ever experienced here.

"There is no pessimism anywhere about this building, and our optimism for the success of O-Cedar is only balanced by the optimism we have for the success of the Allies."—**A. T. Channell, Channell Chemical Co., Limited.**

The following replies were received from a large manufacturer of jams, fruits, jellies, mincemeat, etc.

"Business for 1915 was fully up to expectations,—the last four months making up for the falling off in the earlier months of the year.

"The volume of business in 1915 was about the same as 1914.

"The tendency has been to buy low priced grades, where possible.

"We see no reason to be pessimistic regarding the prospects for 1916."

A manufacturer of a now staple food-stuff article, says: "Our business for 1915 shaped up very well with our expectations, the increase over the previous year being 35 per cent. The increase is larger on the higher quality goods than the cheaper quality. We hope for a like increase in 1916."

A. W. DAVISS DEAD

A. W. Daviss, a prominent business man of Halifax, N.S., and secretary of the Acadia Sugar Refining Company, died suddenly in his room at the Windsor Hotel, Montreal, last week.

Mr. Daviss went to Montreal on business. He was about sixty years of age, having been connected with the Acadia Sugar Refining Company for more than twenty years. For the last few weeks he had been ill, but thought himself sufficiently recovered to make the trip to Montreal. Death is thought to have been due to heart failure. The body was taken back to Halifax for burial.

ALLEGES PERSONAL GAIN

The National Housewives' League of the United States is being investigated. When the investigation began the other day, Mrs. Julian Heath, president of the league, and other officials answered subpoenas. The name of Mrs. Florence Yokum, president of the New Jersey State Housewives' League, is on the petition asking for the inquiry. It alleges that the New York members are carrying on an advertising business and using the league for personal gain.

Dollar Dozen 10 Cent Article Scorned

Renfrew Reader Would Refuse to Handle It —
Figure on Selling Price, He Urges — Why
Should Profits Be Figured on Goods
One May Never Sell?

EDITOR Canadian Grocer.—Dear Sir: We have read in your paper with interest and with some wonderment the replies from thirty-four merchants re "Which article do you prefer to sell, and why—one costing you \$1.00 doz., which retails 10c, or one costing you \$1.35 per doz., retailing at 15c?"

Our experience, based on a career of over 30 years, certainly agrees with that expressed by Mr. Hugh Malcomson, Chatham, Ont. It is logical—and to the point.

Let us say briefly that that man is not in business for legitimate profit who can pay \$1.00 doz., plus freight, cartage and cost of operating for goods retailing at 10c. He is nothing more than a temporary convenience to turn over goods for the wholesaler and manufacturer. The business firm operating to-day who figures his profits from the invoice end is sadly behind the times in our opinion.

Results are what count only. Hence, profits can only be figured from results.

While on the subject we might say we have never met a wholesaler or manufacturer in Canada who figures his profits from invoice. Every one of them figures from turnover—the only thing they have to figure from—same as the retailer. And yet some of them will allow their representatives to go over this country demonstrating to us merchants how we can make 25% by selling at 10c an article for which they charge you 8 cents at shipping point. Men who talk along those lines here get no business—NEVER! We always figure profits from the selling end. Experience has taught us that. How any man can be satisfied to figure profits on goods he may never sell is one on us. Let every merchant in Canada start out January 1st, 1916, and figure only from the selling end. For one year do this. Do it in your own interest and do it in the interests of better business, and when stock inventory is written up a year hence, study results.

Now consider this article that costs \$1 to sell at TEN CENTS. Deduct what it costs to operate your business from the 10c sale, then what's left you have a right to count as profit; IT'S YOURS. If you can't find it, get wise, that's all. Let every business man in Canada figure on the selling price for a year and if they do, you'll soon hear about the manufacturer and wholesaler getting together to re-adjust their prices, so that merchants all over Canada will have a day's pay for a day's work, same as themselves.

A MERCHANT FROM RENFREW.

Renfrew, Dec. 23rd, 1915.

High Sugar Price \$6.80; Low \$6.05

Review of the Market During Past Year and Comparison With 1914—Before War Broke Out Price Was Only \$4.45—Charts Showing Advances and Declines.

DURING 1915 the highest price reached by standard granulated sugar on the Montreal market was \$6.80 per cwt. This occurred early in February, from which time until the end of September sugar gradually went down, reaching the lowest point of \$6.05 at the end of the latter month.

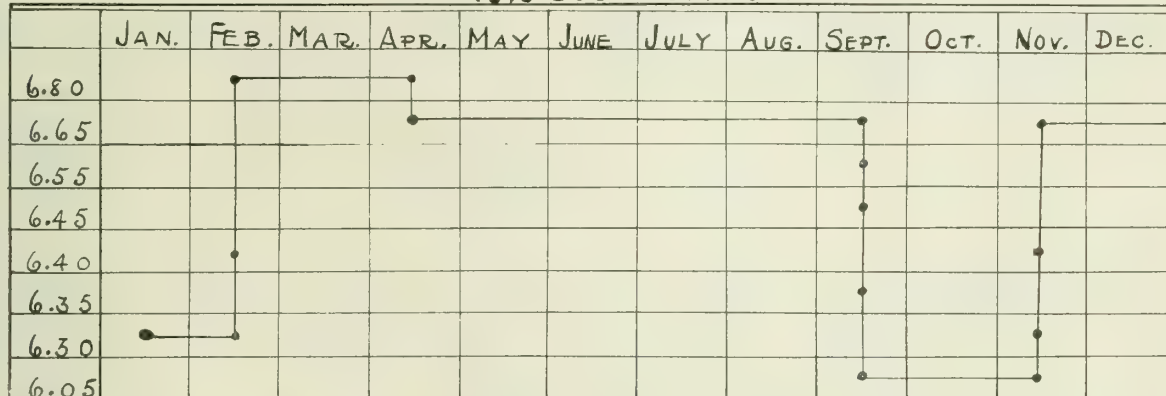
and lasting into November, and the lowest price was \$4.15, which existed in March and April of that year and part of May.

A review of the situation during the last two years cannot be made without bringing into consideration the effect of the war. When war broke out in August,

who predicted that we were likely to see \$10 sugar. These predictions have not come true. In this connection it will be interesting to recall what we said in Canadian Grocer just one year ago as to the future of sugar:

"Just what the future will bring forth in sugar is difficult to say, but

1915 SUGAR CHANGES.



Above chart shows changes in sugar market on Montreal market during 1915. February, September and November were the interesting months. File chart for future reference.

This will be observed from the accompanying chart, which indicates the rises and falls in the sugar market during the past twelve months. The second chart shows the changes in 1914, the year of the outbreak of war. Compared with 1915, it will be seen that the high price in 1914 was \$7.05, reached in October

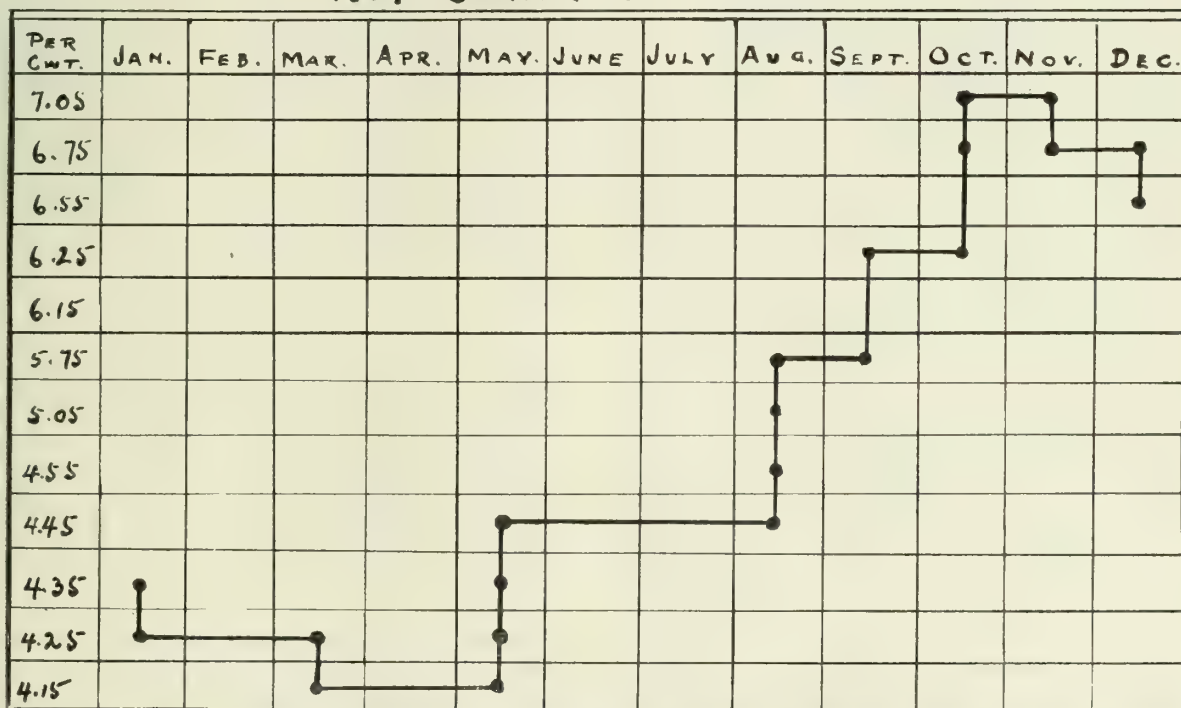
1914, sugar was \$4.45 cwt. In three months it had reached the high figure of \$7.05, or an advance of \$2.60. This was, of course, attributed to interference with the regular channels of trade, and the war tax of 70 cents per hundred placed on sugar by the Dominion Government. There were those, however,

from the conditions existing to-day as we see them, it would appear that there is a weaker market in sight for Canada just as soon as refiners have converted their stocks of high price raws into refined."

Sugar has certainly been considerably

(Continued on page 29.)

1914 SUGAR CHANGES.



Changes in 1914 are indicated by the above chart. The war was the cause of this sudden rise up to \$7.05 in October from \$4.45 in August.

CANADIAN GROCER

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LIMITED.

JOHN BAYNE MACLEAN, President
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TORONTO, DECEMBER 31, 1915

No. 53

BANKRUPT SALES INJURIOUS

NO wonder there is an agitation on among retailers to have bankrupt sales of grocery stocks prohibited. Just read the following, taken from a cheap circular in bold type that is being distributed among the residents of a certain section of Toronto:

BIFF! BANG! SMASH!

Gigantic Sale of Groceries

The Reliable Sales Co.

Purchase another Big Bankrupt Stock of Groceries at a very low rate on the \$. This means another great sale. In order to clear out the entire stock

AWAY SHE GOES

Commencing Thursday, of this week, and continuing until the entire stock is sold out. We will sell groceries at Rock Bottom Prices.

Following up this war-like introduction are a number of quotations on grocery lines. Here are a few of them:

"In spite of the fact that flour has advanced \$1 a barrel, we are able to sell 24-lb. sacks at 74c, and 7-lb. sacks at 24c.

"Ten cases of matches—selling out price, 3 for 10c.

"New dates at 10c a pound.

"Comb honey at 20c a comb.

"Sodas, fresh, large tins, 22c.

"Raisins in packages and loose, regular 15c, selling out price 2 lbs for 25c.

"One hundred pounds of black tea, regular 40c, selling out price 33c a lb."

Then for a climax as it were, with every purchase of \$1 or more, 7 bars of Surprise, Comfort or Taylor's Borax Soap are sold for 25c. Then, as if that were not sufficient, there follows a special offer to the chil-

dren: "Every child bringing an order to this store for \$1 or more, on Thursday, Friday or Saturday, Santa Claus will present them with a suitable Christmas present."

While many of these prices are not cut a great deal from the regular quotations, nevertheless, this is the sort of thing which tends to demoralize trade in the district in which it occurs. There is little enough net profit in the grocery business to-day without having it shaved still further, and a man must stand idly by and see a portion of his trade go to stores with these bankrupt sales or cut his own prices.

At the present time a number of manufacturers take back at cost price all their goods from a store that has failed, in order that the prices will not later be cut to interfere with the trade of the district among their other customers. This is a mighty good feature and helps considerably, but there is something more to be done. There is apparently some work here for the retail associations. Bankrupt sales in grocery stocks are a nuisance and something should be done to wipe them off the slate.

A GOOD YEAR

ONE factor stands out prominently in a review of the interviews with wholesalers and manufacturers appearing elsewhere in this issue, and that is that 1915 produced better business than the previous year, seven months of which were peace months. Manufacturers and wholesalers of foodstuffs who have given CANADIAN GROCER their experiences indicate with scarcely an exception that business during the past year has come up to and gone beyond their expectations. They point out that while there have been some changes in the source of the goods purchased by the retail trade, such as a number of dried

fruits, yet the volume of business has kept up splendidly and the year passes into history on the right side of the balance sheet.

Importers of foodstuffs have, however, found a rather serious difficulty in that they could not get sufficient quantities of many of their usual lines. It will be observed that a number of them could have sold considerably more goods had they been able to get what they wanted. This is a factor which is rather hard to overcome in view of the freight situation and the necessity in a number of cases of the goods being held in the Old Country for military reasons. However, apart from that the past year has been a particularly bright one and everyone looks forward to good prospects during the year to come.

MAPLE SUGAR ANALYSIS

OUT of 234 samples of maple sugar collected by Dominion Government inspectors in April, May and June of 1915, 204 were found to be genuine, 5 to meet legal requirements, but not above suspicion, and 25 adulterated.

In looking over the detailed report, it is found that the vendor and the manufacturer make certain claims, some of which are at variance with one another, in connection with the adulterated samples. For instance, there are instances where the retailer claimed that the manufacturers had sold him the sugar as pure and where the manufacturers claimed they did not. Some of the claims are as follows: "Vendor claims to have sold this as compound maple sugar," "Vendor claims to have sold sample without giving a guarantee of purity," "Vendor claims that the sugar was sold to him as pure by the manufacturer," "Manufacturer claims that the article was sold by him, not as maple sugar, but as maple flavoured sugar."

In the future, however, these claims will be of little use in view of the amendment to the Adulteration Act which was assented to in April of 1915 and which introduces the following changes in the act as regards to maple products:

"No person shall manufacture for sale, keep for sale, offer or expose for sale, or sell, any article of food resembling or being an imitation of maple sugar or maple syrup, or which is composed partly of maple sugar or maple syrup, and which is not pure maple sugar or pure maple syrup.

"Any maple sugar or maple syrup which is not up to the standard prescribed by the sixth schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"The word 'maple' shall not be used, either alone or in combination with any other word or words, or letter or letters, on the label or other mark, illustration or device on a package contain-

ing any article of food, or on any article of food itself, which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."

From this it is apparent that maple products cannot now even be sold as compound maple sugar or maple syrup. Neither can anyone manufacture an article of food resembling or being an imitation of maple sugar or maple syrup or which is composed partly of maple sugar or maple syrup and which is not the absolutely pure article in accordance with the standards. As the samples above referred to were collected about the time this amendment was added, it was then the right of the dealer to sell compound maple products so long as he acquainted the customer with the fact, or so long as the label was properly printed. The trade, however, should remember that in the future this will not be tolerated.

EXPORT TRADE IN CANNED GOODS

WHEN considering the canned goods market we must not overlook the fact that Canadian firms have taken up considerable export trade since the beginning of the war. For instance Great Britain usually drew her supply of canned tomatoes from Italy, but since Italy joined in the hostilities she has been conserving her supply of canned tomatoes and Britain naturally had to look to other sources. Under normal conditions, however, it is not possible for Canada or the United States to compete against Italy on account of the low price of labor and raw material in that country. There is also a short pack in the United States of tomatoes and even across the line they are selling at higher prices—quality for quality—than in this country. Our canners have therefore been exporting thousands of cases of goods, and this has been a big factor in advancing the price so rapidly during the last half of 1915.

Somewhat similar conditions surround the canned peas market. In ordinary times Britain buys the bulk of her canned peas from France and Belgium, but now that this trade is practically cut off, she is looking to America for them. Canadian factories too have had considerable demand for canned pears and other fruits, as well as jams, jellies, etc.

This all means strength to the canned goods market which is likely to remain above the normal at least until after the war. It is in fact not likely that we shall see lower prices till the next packing season.

CANADIAN GROCER has familiarized the trade with the situation in this respect and it will be remembered that last August and September we predicted advances in canned goods on account of the low pack and export demand. Our prediction has certainly come true.

It is interesting to note that one boat alone left Canada last May for London, Eng., with 75,000 cases of canned vegetables.



THRO' OTHER SPECTACLES



The U.S. Postal Deficit

From the Interstate Grocer.

In his annual report submitted to Congress, Postmaster General Burleson gives himself a pat on the back by stating that the deficit in his department is only eleven million dollars, whereas if it had not been for his "economical administration," it might have been twenty-four million. In common with a great many other business and hold executive positions, the postmaster-general finds in the war in Europe a handy excuse for the decrease in revenue of the Post Office Department.

Owing to the complicated system of keeping accounts in the department, it is impossible to segregate the expense for the various sections, but if traced to the source, it is a safe bet that the parcel post is mainly responsible for this huge deficit. The principal feature of Mr. Burleson's "economical administration" appears to have been cutting down the number of first-class deliveries in large cities and reducing the number of employees in these offices, causing carriers and clerks to work harder and crippling the service to the detriment of business men, who, in many instances, have complained long and loud at this policy of retrenchment.

The "economical" operations of the postmaster-general remind one of that old saw: "save at the spigot and lose at the bung hole." The money he has saved in other departments of the postal service has been dumped into schemes for the expansion of the parcel post, which is his pet hobby. Undoubtedly, there have been enormous sums spent on his futile and unfair "farm-to-table" plan; just how much is past finding out. If the Post Office Department was run on a business basis, such as are the great private enterprises of the country, every subsidiary department would show the actual receipts and disbursements for the year, and it could then be determined what was the cause of the enormous deficit.

• • •

The Government and Food Prices

From The Grocer, London, Eng.

Last week we pointed out how undesirable it would be for the Government to attempt to fix prices for food, and it is interesting to learn that on Wednesday,

Mr. Runciman, the president of the Board of Trade, addressing a meeting of labor representatives, said that whilst the proposal to control the price of commodities was attractive, the attempt to carry it out which had been made by Germany had not proved satisfactory. The German Government's action had doubled the price of butter in that country, increased the price of bacon three times over, and increased the price of beef 50 per cent. in face of reduced consumption.

We hope his study of this question is an indication that he does not propose to allow himself to be driven into an endeavor to fix prices of foodstuffs. When, in addressing the labor representatives, he referred to the position of prices in August, 1914, he scarcely did justice to the retailers. He said that in the panic that arose he, with the present Chancellor of the Exchequer, called the principal retailers of London together and "told them quite clearly that we could not allow the situation to be exploited; that they must understand that in the public interest they had to play their part, and that they must not attempt to make great profits out of the temporary and ungrounded panic of consumers."

If he had told the labor representatives that it was the principal retailers who suggested to the present Chancellor of the Exchequer the formation of the Advisory Committee whose recommendations of maximum prices had such a beneficial effect in steadying the public mind, he would only have been rendering the measure of justice to that committee for their valuable labors to which they were entitled. The present unrest in the public mind, artificially created by the sensational articles in certain newspapers, would be best corrected by getting that Advisory Committee to work again. The absence of any announcements from them for months past has given an opportunity to a certain class of agitator to make the most unfair representations concerning the position of retailers.

Everyone who knows the grocery trade will agree that "great profits" have not been made during the war, and that consumers have been remarkably well served in the matter of prices by those who are interested in retail distribution. Mr. Runciman eulogized the ac-

tion of the present Chancellor of the Exchequer in buying up sugar; he also eulogized the Royal Commission on the Sugar Supply. We are afraid that no one who knows the methods adopted by that commission can join in the eulogy as far as either the trade or the public are concerned. It would be a good thing for Mr. Runciman to persuade the Chancellor of the Exchequer to stop the commission's fatuous course of attempting to fix retail prices for sugar. They have failed in the most egregious fashion. We do not, for a moment, question their sincerity, but their practice gives abundant evidence that however high-minded and sincere they may be, they have meddled with the retail price of sugar in the most mischievous manner.

* * *

The Matter of Credits

The Modern Grocer.

The majority of credit customers are not poor pay. It is only a comparatively small percentage who insist on letting their bills run. But a credit business cannot be conducted successfully without establishing a limit to the length of time an account shall run. Thirty days is a reasonable time, and the period most widely adopted by merchants.

We have quoted in these columns the statement of successful merchants who require their credit customers to pay interest at the legal rate after a certain time has elapsed. A subscriber asks us to be more specific.

For the benefit of this reader we assert that the merchant we have in mind establishes a period of six months beyond which he advertises his accounts cannot run without the payment of interest. All accounts on his books after that period draw six per cent. interest until they are paid.

We do not hold that a cash business may not be better in some instances. The business of this reader may be one of those. If credit prevents the merchants from taking advantage of discounts and of buying to the best advantage, most decidedly it is a handicap. There is insufficient capital to operate and cash is the thing.

But, given sufficient capital, credit carefully extended and collections carefully watched make the ideal combination.

Dwellings Over Stores Exempt

Retailers Should Know There is No Business Tax on Them—How Business Tax Under Ontario Assessment Act is Arrived At—Rates for Each Trade—History of the Act

THERE are many things about the Ontario Assessment Act that every merchant should know, and the following synopsis of it made by E. M. Trowern, secretary Dominion Board, Retail Merchants Association, will be found of value:

"Rules and regulations are set forth in the Act giving assessors instructions how to value property, and impressing upon them the necessity of seeing that land situated in cities and towns, is equitably assessed according to its location.

* * *

"Whatever rate is struck must apply to all property alike, whether it is of great or small value.

* * *

"Retail property, and land and buildings situated near to it, or adjoining it, is the most highly assessed property in Toronto, as well as in every other city or town in Ontario.

* * *

"Land in Ontario is assessed by the running foot frontage, and the lots average about one hundred and twenty-five to one hundred and fifty feet deep, according to the city or town surveys.

* * *

"Whatever tax rate is determined upon by the municipality, applies to the assessed value of all land and buildings alike, throughout the municipality.

* * *

"Church, school, and government property is exempt.

* * *

"Taxation on personal property, such as household goods, stocks of merchandise or manufactured goods, has been abolished in Ontario.

* * *

"A tax called the business tax has taken the place of the tax on personalty, and on stocks of merchandise.

* * *

"The business tax applies to all places of business, and there is a rate for each class of business.

For the retail trade, 25 per cent. of the assessed value.

For the wholesale trade, 75 per cent. of the assessed value.

For the manufacturing trade, 60 per cent. of the assessed value.

For departmental stores, 50 per cent. of the assessed value.

For professional classes and banks, etc., 50 per cent. of the assessed value.

For brewers, 150 per cent. of the assessed value.

"To arrive at the amount of the business tax that the retail merchant or the other classes would be called upon to pay it is worked out as follows:—

"Say for example that a retail merchant has twenty-five feet frontage valued at \$1,000 per foot, which equals \$25,000; the value of the building is, say, \$25,000 or \$50,000 altogether. Take 25 per cent. of the total value, that is \$12,500, and multiply \$12,500 by whatever the tax rate is, say twenty mills, or 2 per cent., and the business tax would be \$250.

* * *

"The same process is followed out by all the other classes.

* * *

"The reason why the rate is lower for the retail trade than it is for the other classes is because the land on which the retail stores are situated, is assessed at a higher rate than that of the wholesale or manufacturing trade.

* * *

"If a retail merchant lives over his store, or if there are offices over a retail store, the value of the portion of the land and the buildings occupied by the dwelling is deducted and it is exempt from the business tax; the value of the portion occupied for offices, if it is occupied by a tenant, is deducted from the amount to be paid by the merchant, and it is paid by the office tenant.

"Experience in the operation of the Ontario Act has shown the merchants that 25 per cent. is a little too high, and that 10 per cent. would be quite enough to produce a revenue to be equal to what was produced under the old personalty tax system.

* * *

"Retail merchants are exempt on income which is produced through the profits of their business.

* * *

"The present Ontario Assessment Act was secured by a strong agitation on the part of the members of our association to have the old system of taxation changed.

* * *

"One large concern for instance, was carrying large stocks, and advertising that they bought and sold exclusively for cash. When the assessors called they claimed they owed their creditors for the larger part of it, and at that time the Act stated that any portion of the stock that a merchant owed for was exempt, and they went under that clause for protection.

"Merchants who were known to be well off, and who were honest, could not evade their share on that pretext, and for that reason we wanted the Act changed.

* * *

"We asked the Ontario Government to appoint a commission and hear evidence on the whole subject. We succeeded in securing our request.

* * *

"The Government appointed a commission, none of whom understood the retail situation.

* * *

"The Board of Trade of Toronto, became very active and strongly urged that the proposed tax take the form of a rental tax. That is, a tax of say 10 per cent. on all rentals irrespective of whether they were wholesalers, retailers or manufacturers.

* * *

"This plan would have benefited the wholesalers and the manufacturers, and put the heavy load on the retailers. The commission reported in favor of their scheme, as they succeeded in getting some of their members on the commission.

* * *

"The Government adopted the report of the commission, and then the hard work commenced. We aroused the entire retail trade of Ontario, and through the active efforts of our association, we won the day for the retailers, and in addition, we had a special tax of 50 per cent., instead of 25 per cent. placed upon departmental stores."

— * —

The French Government gave a contract to the Graham Company of Belleville, Ont., for 90,000,000 lbs. of dried vegetables. These include potatoes, turnips, cabbage, onions, carrots and celery. Most of the potatoes and turnips were available in Canada, but the other vegetables could not all be procured within a convenient distance of evaporating plants in the Dominion, and as a result agents of the Graham Company were sent to the United States to contract with proprietors for the use of their dry-houses.

— * —

J. F. Newson, formerly manager at Saskatoon, Sask., for Nicholson & Bain, has been transferred to the Winnipeg office as city traveler, and is succeeded at Saskatoon by Arthur Higenbottom, formerly assistant manager at the Calgary office.

Trying To Tax Mail Order Houses

Effort Being Made to Make U. S. Mail Order Houses Pay a Tax—Parcel Post Involved —
Efforts Will be Closely Watched by Canadian Retailers—
Does Canadian System Pay?

A UNITED STATES contemporary in a recent issue gave some interesting data regarding a whirlwind campaign which has been undertaken to compel mail order houses to bear a share of the burden of supporting the Federal Government, by returning to the Treasury in the form of a tax a small part of the gigantic bonuses they have received through the operation of parcel post and rural free delivery.

On the first day of the session of Congress three members introduced similar bills imposing a tax of 2 per cent. on the total cash value of all goods sold and shipped from one State to another. Transactions within a State do not come within the scope of a Federal statute.

Other Taxes Proposed

Congress is proposing to tax the incomes of small business men, clerks holding responsible positions. President Wilson has recommended a tax of 50 cents per horse-power on the gasoline engines used mostly by the farmers. The President also suggests a tax of 25 cents per ton on the pig iron made by the small merchant furnaces throughout the country, while the big steel works, which makes its products by continuous processes, will probably escape the tax.

If the President has his way, hardware merchants will have to figure on an increase due to the imposition of a tax of 25c per ton on manufactures of iron and steel superimposed upon the pig iron tax.

"Why not," states our contemporary, "a tax on the mail

order houses? Uncle Sam has presented them with many millions of dollars during the past two years in the form of reduced postage rates via parcel post. Is it not time they came across with a modest little 2 per cent.?"

Canadians Interested

Retail and wholesale merchants throughout Canada will watch with interest the efforts which are being made to tax the mail order houses of the United States.

Mail order houses on a large scale originated in the United States, and were later introduced into Canada. The parcel post system was introduced in the United States, and a system modeled on similar lines was later introduced into Canada.

The merchants of the United States are evidently finding out that the mail order houses of the United States are the only ones who are making money out of the parcel post system.

Report Shows Deficit

The Postmaster-General's report recently issued shows that instead of producing a surplus of \$3,000,000, as in each of the two preceding years, the postal service for the fiscal year ending June 30, 1915, incurred a deficit of \$11,333,309.97. This is said to be the largest shortage in a quarter of a century, with the exception of two or three years, when it is claimed the postal revenues were looted through the reckless extension of rural free delivery service. The American paper states:

"The Postmaster-General ascribes a part of this deficit to the war and the remainder to 'certain large increases in postal expenditures which were mandatory under the law,' which is probably an euphonious way of describing the outgo on account of parcel post. In the same breath he states that the decrease in receipts for the year 1915, as compared with 1914, was only \$686,400.

Ascribing this small decrease, amounting to less than one-fourth of 1 per cent., wholly to the European war—for certainly no part of the increase in gross expenditures can be accounted for by a shrinkage in receipts—it would appear that nearly \$11,000,000 of the big deficit must be charged to the parcel post."

Does Canadian System Pay?

The turn of affairs in the United States naturally causes Canadians to wonder whether or not the parcel post in Canada pays.

Canadian Grocer stated editorially in October this year:—

PROVISIONS OF FIRST U.S. CATALOGUE HOUSE BILL

Be it enacted, that all persons, firms, or corporations in the United States which are now conducting, or which may hereafter conduct, an interstate mail order business for the purpose of selling goods, wares, and merchandise direct to the consumer shall pay a tax of 2 per cent. upon the total cash value of all goods, wares, and merchandise sold within any state.

Sec. 2. That every person, firm, or corporation conducting a mail order business as defined in section one of this Act shall keep in proper books, to be provided by the Secretary of the Treasury of the United States, an accurate and complete account of all good, wares, and merchandise of every character and description so sold, together with the actual selling price of the same.

Sec. 3. That on the thirty-first day of December, after the passage of this Act, and on the thirty-first day of December of each succeeding year, every person, firm, or corporation engaged in such business shall render a full and complete statement to the Secretary of the Treasury, upon blanks to be furnished by him, of the total cash value of all goods, wares, and merchandise sold during the year in the various States of the United States.

Sec. 4. That the Secretary of the Treasury shall determine the amount of the tax to be paid by each person, firm, or corporation (at the rate of 2 per cent. upon the total cash value of all goods, wares, and merchandise sold within any State) engaged in such mail order business, and shall give notice of the amount of said tax due and payable, pursuant to the terms of this Act in such manner as in his judgment is most practicable.

Sec. 5. That every person, firm, or corporation subject to said tax under the provisions of this Act shall pay said tax on or before March 1 of each year and every year after this Act shall become a law.

Sec. 6. That the Federal courts of the United States shall have power to enforce the collection of said tax upon the application of the Secretary of the Treasury.

Sec. 7. That the Secretary of the Treasury shall apportion said tax among the several States in the ratio of the actual amounts of goods sold in each State.

Sec. 8. That the tax so apportioned shall be paid by the Secretary of the Treasury to the various State treasurers entitled thereto; said tax to be used for the construction and maintenance of public roads, under such rules and regulations as the said States may by law direct.

In a recent issue of a Toronto daily paper an item referring to Canada's parcel post system appeared as follows:

"People have no idea how easily and cheaply parcels can be sent by parcel post in Canada," said C. Gleeson, of Winnipeg, who has practically the jurisdiction of the whole parcel post system from Ottawa to Dawson City.

"The department stores are about the only institutions that are really making a thorough use of the system, and they do so because it pays." Mr. Gleeson stated that the small parcels from six pounds down were most frequently sent. The maximum limit is 11 pounds in size up to 2 feet 8 inches by 3 feet 6 inches.

Here is an admission from the post office officials that the parcel post system is a failure. Last year the then Postmaster-General, L. P. Pelletier, in arguing for increased revenue for his department, stated that the parcel post was not yet paying its way.

The Bill establishing it was forced through Parliament after many setbacks; the fight extending over a number of years. It was strongly opposed by the business press of the country which showed that it was of value only to a few big stores in Montreal, Toronto and Winnipeg, and that it would build up these cities at the expense of the other centres and particularly the small towns and villages, which are so essential to satisfactory rural conditions. The Post Office officials and others promoting the Bill finally overcame the opposition by representing that under the zone system the proposed parcel post system would be of no value to the big departmental stores; that it was really in the interests of the smaller cities and towns.

The Bill was based on one adopted by the United States, but neither there or here has the zone system been found of value to the public at large. Instead the big mail order houses send their goods and catalogues by express to post offices in zone centres from where they are distributed at a lower rate than the efficiently managed express companies can afford to carry them. It is apparently not paying in the States. A representative of one of the largest mail order houses in Chicago volunteered the information recently that the system was a great advantage to them, but some day the country would employ a good cost accountant who would discover that the business was being done at a heavy loss; that the country was paying much more to carry the parcels than they received from the shippers.

The present parcel post system is clearly transferring the business of centres to a few big cities, and if this business is being done at a loss, it is up to the government and M.P.'s outside the big cities to deal with this matter.

If these are the facts, as they undoubtedly are, in these times of heavy and increasing taxation, it would be a great public economy to abandon the present parcel post system entirely and establish one on a self-sustaining basis.

Mail Order Houses Benefit

There is a feeling throughout the retail trade of Canada that the large mail order houses are the chief benefactors as a result of the parcel post system, and, largely at the expense of the tax-paying public.

It is time that some statement should be forthcoming regarding the failure or success of the Canadian parcel post system.

If the Canadian mail order houses are making money at the expense of others the injustice should be remedied.

Provisions of U.S. First Catalogue House Bill

The provisions of the first catalogue house bill of the United States, proposed by Representative Robert, and which is typical of the three measures, are shown in the panel accompanying this article.

The American contemporary in referring to Postmaster Burleson's parcel post policy states as follows:—

"The further extension of the parcel post in various directions is foreshadowed in Mr. Burleson's closing remarks on the subject, which should be carefully read "between the lines." He says:

"The Congress charged the Postmaster-General with the duty of administering the parcel post law in the interest of the public, and it is the desire to make this service of the greatest possible benefit to the people and at the same time render it at the lowest possible cost. As a governmental function the facilities must be extended to the unprofitable as well as the profitable territory, as the government must serve all the people; also, in fixing the rates and promulgating the regulations, no charge should be superimposed for taxation, but the service as a whole should be self-supporting, as the law directs. By following this policy the parcel post will meet the needs of the public and at the same time fulfill the purpose for which the law was enacted."

It is safe to say that in view of the deficit, amounting to nearly a million dollars a month, which accrued during 1915, the mail order houses cannot complain that any charge upon their merchandise has been "superimposed for taxation." It would be interesting, however, to have a somewhat detailed exposition from the Postmaster General's facile pen as to how he conceives he has made the service "self-supporting, as the law directs."

SMILE IN THE NEW YEAR

Canadian Grocer has received an attractive New Year card from the D. Hatton Company, Montreal, entitled "Smile in the New Year," the various admonitions being worth while reproduction here:

SMILE

When you miss your train.
When you turn on the wrong faucet for your bath.
When you leave the light burning all night.
When the servant leaves when your friends arrive.
When the eggs aren't.
When you stub your toe or thump your finger.
When your wife gives you a box of cigars.
When the bill collector calls.
When your collar rubs or your button rolls.
When your motor stalls.
When your gasoline runs out.
When your shirt shrinks.
When you wager on the wrong un.
When you loan your umbrella.
When mother-in-law telegraphs.
When you can't sneeze.
When Thomas yowls at three.
When you set the alarm for five instead of eight.
When your razor becomes an axe in Mary's hands.
When somebody takes yours and leaves theirs.
When you're unexpectedly "ketched."
When your lip is split.
Smile anyway and always and you're sure to have

A HAPPY NEW YEAR



Thomas Kaveney, manager of the Regina office of W. H. Escott & Co., Limited, brokers, left last week on a trip for Minneapolis, to spend the holidays with his family.

W. H. Escott & Co., Ltd., brokers, Winnipeg, Man., have opened a new office in Saskatoon, Sask., and have placed J. L. Forrest, formerly with the James Turner Co., Hamilton, Ont., in charge.

The financial report of the Northwest Travelers' Association at the annual meeting held at Winnipeg, Saturday, Dec. 18, showed a balance of \$40,000, to the credit of the association. John M. Scott was elected president for the coming year, George R. Bolton elected to the vice-presidency, and the secretaryship now held by F. J. C. Cox will be decided at the next meeting of the Board of Directors in January. The new directors are O. H. Dingman, J. E. Holland, A. Webber, E. M. Chantler, J. P. Minbinnie, George Harvey, J. Turner, J. Snydal and G. C. Sareker.

Mail That Christmas Window Now



YOU have yet time to enter our Christmas Window Dressing Contest. Mail the photograph at once. Do not overlook description of window on separate sheet. Get photo about 7 x 10 inches.

Each dealer or clerk who enters has an opportunity to win one of the three prizes.

Windows from smaller centres do not compete with those from the larger. There are three prizes for displays from centres under 10,000 population, and three for the others—\$5, \$3 and \$2 in each case, making \$20 in all.

One of our main desires in conducting this contest from year to year, is to obtain a number of Canada's best displays for reproduction in this paper. This helps everybody because it supplies an exchange of views on good window trimming.

Come in on this contest. You may share in the honor.

Address:

The Editor, The Canadian Grocer

143-153 University Avenue, Toronto

A Warning to Retailers

Inland Revenue Department Again Points Out That the Vendor is Responsible if Goods Are Not Always Olive Oil and Should Be Sold Under Its Proper Name

MUCH has been said of late about the Adulteration Act and food standards in Canada, and of the party on whom the responsibility is placed when foods are found to be sold in retail stores contrary to the regulations. Canadian Grocer has frequently pointed out that the Government makes the retailer responsible in all cases, unless the retailer has procured a warranty from the manufacturer to the effect that the goods are according to the standards. The Government takes the more or less arbitrary view that because the retailer is the man who actually sells the goods to the consumer that he should be held responsible. He therefore must be exceedingly careful in knowing absolutely what he purchases and in selling the goods as they actually are. It does not matter what the manufacturer may state on his invoice as to the purity or otherwise of the goods; the retailer is held responsible if they are found wanting providing he has not secured the Official Government Warranty.

Warning for Dealers

Deputy Minister Vincent of the Department of Inland Revenue has recently been sending out warnings along this line. One of these has come to Canadian Grocer and reads as follows:

"It has happened, on several occasions, that dealers charged with violation of the Adulteration Act have pleaded ignorance of its requirements as their excuse. This plea has no force in law; and howsoever morally guiltless the defendant may consider himself to be, he is compelled to pay the legal penalty.

"This Department, in its capacity as administrator of the Adulteration Act, always grants time for those interested, to inform themselves of new regulations enacted under its terms.

"Section 26 of the Act requires that foods should be defined by Order in Council, and this requirement is being carried out as necessity demands, and as requisite knowledge is accumulated. Such Orders in Council are published in circular form, and are obtainable, on request, by anyone engaged in trade, or otherwise interested. The bulletins regularly issued by the Department contain information regarding all such enactments. Those also are obtainable on request to the Deputy Minister of Inland Revenue.

"It is only when an article sold as food contains an ingredient proved to be harmful to health, that immediate ac-

tion is taken to prevent the sale of such article.

"The most recent instance in which ignorance of the law was pleaded may serve to illustrate this matter.

"The only oil used as a salad oil, until recent years, was olive oil. Cotton seed oil, properly refined, is a perfectly wholesome substitute, and much cheaper. When sold under its own name, no fault can be found with it. But some manufacturers have discovered that by offering it as salad oil, without other description, it sells more readily because the buyer thinks he is getting olive oil. In order better to deceive the purchaser, the label is frequently printed in French, or in Italian, with the name of a French or Italian producer, and a French or Italian town, France and Italy being the chief producing countries of olive oil as found in Canada. This practice is not only fraudulent, as deceiving the buyer, but is an injury to the producer, importer and vendor of the genuine article. This fraud is recognized as adulteration under Section 3, Subsection b, of the Act.

"In order more effectively to put a stop to it, an Order in Council was published in March, 1912, requiring that cotton seed oil, when present, must be named on the label. Samples purchased in June, 1914, more than two years after publication of the Order in Council referred to, were found to be adulterated, inasmuch as they were labelled Salad Oil, E. Loubon, Nice, thus leading the purchaser to believe them to be of foreign origin, and genuine olive oil. They were entirely cotton seed oil, but no mention of this fact appeared on the label.

"The defendant claimed that he was ignorant of the requirements of the Adulteration Act, in the case; that he bought the stock some years ago, believing it to be genuine; that he had no fraudulent intent; all of which is undoubtedly true.

"It remains, however, that he violated the provisions of the Adulteration Act, after fully two years time granted in which it was his duty to acquaint himself with the terms thereof. This Act specifically deals with foods of which he is a purveyor; and it is natural and proper that the Vendor should have made himself familiar with the law on the subject."

J. A. VINCENT,

Deputy Minister,
Inland Revenue Department.

Retailers should, too, remember that in selling such a line as pepper, the customer is entitled to get pure pepper when she asks for simply "pepper." If the dealer does not give her the pure article, then he must say so when making the sale. This rule applies in all cases. Retailers should, of course, in such instances be held responsible if the regulations are not complied with. But it seems to be a different thing when a retailer is handing over the counter an article in a hermetically sealed, unbroken package or other receptacle. Then there is room for discussion. Many think that the manufacturer who describes the contents of the article on the label should alone have to bear the brunt of any proceedings if goods are not according to label or are found to be adulterated in accordance with the Adulteration Act. However, until such reform is secured—if it is to come—the retailer should be exceedingly careful to know what he buys and what he is selling.

HIGH SUGAR PRICE, \$6.80

(Continued from page 21.)

cheaper this year than it was the latter half of 1914. In fact, at the end of September last it was actually \$1 less than the high price of October and November, 1914.

Of course, the future of sugar is always looked forward to with more or less uncertainty. Of late, however, there has been a general opinion that the prices of sugar would be well maintained up to the end of the year, and that when new crop Cuban raws begin to come on the market in January we would see an easing off in price based on the size of the Cuban crop and the general demand for it. It should, of course, be realized that Germany and Austria, both large sugar beet-producing countries, are not in the market, so far as the rest of the world is concerned. This will mean a bigger demand for West India raws, which will tend to keep the price of sugar fairly high when compared with that existing before the outbreak of hostilities.

In our weekly reports, Canadian Grocer goes fully into the sugar market, and we would urge all readers to follow them closely during the next month or so. The situation from week to week can be much better gauged than a month or two ahead. We would also urge the trade to keep the sugar chart on this page on file for handy reference from time to time.

Increasing Our Fish Consumption

How the Retail Dealer Can Do More Along This Line—Some Careful Handlers But There Are Others Who Do More to Retard Consumption Than to Help It—Inconsistencies To Be Eliminated

By J. A. Paulhus, Canadian Fisheries Association

THAT fish has not yet reached the consuming classes I am ready to assert, and I don't expect to be contradicted. To my mind, fish is used more as a specific food than as a general and necessary one. It answers in certain places to religious precepts, such as abstinence from meat amongst Catholics, and on festival occasions under the Jewish rites. It is also used as an adjunct to special meals, or as an adornment at elaborate dinners and banquets. It has not yet been thought of as a substitute for one of the largest food commodities in usage, yet it is the only true substitute for meat, and whether the meat consumers like it or not, as our capacity to supply meat will fall short before very long, they will have to change their diet, reluctantly, but certainly.

The Canadian Fisheries Association does not intend to threaten a meat famine or to unduly influence consumers to the fish diet; we simply foretell what will certainly happen, and our prophecies are based on reliable statistics.

Fish food has certain merits which cannot be denied, and it is on these merits alone that we intend to appeal to the consumer. Nor do we want to appeal to him with interested motives. Our association is above favoritism. We want the good and welfare of each one and all. Collectively we have faith in the industry, and we know that by constant efforts, constant application to improvements, the country at large should derive immense material benefits.

Obstacles to be Overcome

I should, perhaps, before going any further, note the causes or elements which, to my mind, retard the adoption of fish as a general article of diet. One of the stumbling blocks is the primitive and inefficient way in which this commodity is handled from the retailer to the consumer. How many establishments are there, for instance, in these prosperous and progressive Canadian cities which handle fish, exclusively, as an article of daily consumption? Very few, comparatively, I am sure. Let me tell you that in Montreal—the metropolis of Canada—the city that boasts of being the sixth on this continent, relatively to population, we have not one retail store that deals with fish exclusively. We have certain stores (and not very many) which carry fish as a speciality, and perhaps a few whose main

commodity of commerce is fish, but most of the fish that is handled by the retail trade to the consumer is served out from butchers' shops, grocers, provision dealers, etc. In the City of Montreal there are certain regulations by which the butchers only can retail fresh fish, while the grocers can retail only prepared, smoked or cured fish. How these regulations can be enforced with justice and equity to the consumers, it is not my concern. But what is more strange, during certain periods of the year, particularly during the winter season, nearly every kind of trade handles fish, and it should not surprise any one of you if, on coming to our great city during the month of January, for instance, you should find at the door of nearly every iron, leather, dry goods merchant, saloon and café keeper, fish for sale, mixed up with all sorts of inconceivable promises.

Under these circumstances it is not surprising that this form of handling a food which necessitates so much care, should not give satisfaction to the consumer. Even most of the butchers who handle fresh fish, devote very little care, and are indifferent in most cases to a surprising degree. Once a week a certain amount of fish will be brought from the wholesale house and thrown in a heap in some corner of the shop, to wait a couple of days, sometimes, for the exposition in front of the store on Friday morning. And what a sight is offered

for sale. If it is in the summer time, after two or three hours on a piece of wood or in a box without ice, the appearance of the fish is not only non-inviting to the purchaser, but, in some instances, it is really shocking. Have you ever seen the pitiful sight of a large codfish with sunken eyes, the skin parched for want of moisture, lying on its side with its mouth wide open? It is a horror capable of disarming the heroes of Langemarek and St. Julien.

From Grocers' Standpoint

Let us turn our attention now to the grocer, who (in Montreal) handles only cured, pickled or smoked fish. There is a corner street which you pass every morning and evening when going to and coming back from your work. Have you noticed that lot of smoked fish that is lying by the door, with some carrots, apples, ham, etc.? If it is in winter, this fish stays out all day and gets subjected sometimes to a temperature of zero or below zero. At night this same fish is brought into the heated store. Next morning it goes out again. After a week of this treatment—cold, heat, dust, snow, etc., who is going to buy this fish? Is it to be wondered at that certain prejudices exist against fish as food, and that we talk so much of education in the question? I do not say that all the fish that goes to consumption is handled this way from the retailer to the consumer, far from it. I know of good, reliable, well-equipped stores provided with all modern conveniences and up-to-date in every way. In them I recognize their co-operation with our efforts and with the association. We give them our most sincere thanks and congratulations, and I believe I voice the sentiments of the association when I say we shall give them our support. We shall issue rules and regulations, if it is in our power, to stop such degradation of our valuable industry by ignorant and careless dealers. Another cause which retards the popularity of fish as a food is the insistence of the retail trade to put a uniform price the year round, whether the product is rare or abundant. With a little discrimination it would be so easy to fix attractive prices when occasion should warrant it, and in this way draw the attention of the consumer, interest him in some way, teach him that in the fish business, like any other business, there is speculation, and that he has to use his own judgment and discretion once in a while.

LAST CALL FOR THE WINDOW DISPLAY CONTEST

There is just time to enter Canadian Grocer's Christmas Window Dressing Contest. If you have not already had a picture taken and the window is still in, call in a good photographer at once. Windows began to arrive last Monday, but the more the merrier. Remember, there is \$20 in cash given to the winners in this contest. You may be in the money.

Send in the photo at once, with a description on separate sheet. If you win you will receive a cheque for \$5; second prize is \$3, and third \$2. There are two classes also, so that a grocer or clerk in a town or village under 10,000 population does not compete with those in the larger centres. Mail to-day and you will be in time.

CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.

Quebec and Maritime

The Queen's Grocery has recently been established in Montreal.

Barteaux & Goldsmith, grocers, have registered in Annapolis Royal, N.S.

Wallace O'Connor, Montreal traveler for the Mooney Biscuit Co., for the past two or three years, and previously with the Lang Biscuit Manufacturing Co. for about 21 years, passed away recently.

J. C. Doyle, provincial secretary of the Retail Merchants' Association in Nova Scotia, reports organization work is proceeding rapidly. Waterford has been organized and he is now working in Sydney.

The Montreal Wholesale Grocers' Guild of the Board of Trade held its annual meeting recently when the president, N. Gendreau, presented his report of the affairs of the association during the past year, which was unanimously adopted for publication in the forthcoming annual report of the Board of Trade. The treasurer's statement showed the finances of the Guild to be in a satisfactory condition. The election of officers resulted in the re-election of the last year's committee, as follows:—President, N. Gendreau; vice-president, Albert Hudon; treasurer, J. T. Lalonde. Directors—S. J. Carter, Armand Chaput and S. Deschatelets.

Ontario

F. Burgess has been elected secretary-treasurer of the Ottawa Retail Grocers' Association.

Everingham's grocery store, Bridgeburg, Ont., was slightly damaged by a recent fire there.

J. B. Crawford, general merchant, Dutton, Ont., died last week. He had been in business in Dutton for 25 years.

The appeal of Business Boosters, Limited, who put on the voting contest in West Toronto, is to be heard on January 5.

P. Purvis & Son, grocers, Todmorden, Ont., have sold to Robt. Fletcher; Maude Rowley, grocer, of same place, has sold to E. K. Cary.

E. P. Heaton, connected for a number of years with the insurance department of the Canadian Manufacturers' Association, has been named as fire marshal for Ontario.

R. L. Innes, secretary-treasurer of the Dominion Canners, Limited, has been appointed general manager, succeeding J. J. Nairn, resigned on account of ill-

health. Mr. Innes is a son of W. P. Innes, of Simcoe, one of the oldest canners in the Dominion.

Geo. H. Bertrand, grocer and butcher, Sarnia, Ont., has installed a new plate glass front; also an electric sign, and has placed a flag pole on the building.

The Dominion Register Co., manufacturers of the McCaskey account register, have moved their sales office from corner Church and Lombard Streets, Toronto, to their manufacturing plant on Carlaw Avenue, in the Wrigley Building.

At a meeting of the Commercial Travelers' Mutual Benefit Society, Toronto, recently, Chas. S. Parsons was elected by acclamation to succeed Joseph Oliver. The election of other officers resulted as follows: Vice-President, Robert Maxwell; treasurer, H. Gooderham; directors John Gibson, W. J. Sykes, Adam Johnston, A. J. Tipping, Robert Forbes, L. R. Arnett, S. M. Sterling, John Burns and S. R. Wickett. Mr. Johnston and Mr. Sykes are the new members. After short addresses by Messrs. Gibson, Fielding and Gooderham the meeting was adjourned until January 29, when the annual meeting for consideration of the yearly reports will be held.

A. R. Croft, grocer and confectioner, Bobcaygeon, Ont., has been making extensive additions and improvements to his store and premises. He has added an ice cream parlor, about 14 x 26, with a seating capacity for 32, to the rear of his shop. This is fixed up in black ash panelling, five feet eight inches high, with the ceiling and remainder of walls finished in beaver board. He has also excavated under his shop and dwelling and installed a hot water furnace, heating same by radiators.

Western Canada

The Kent & Brown Co., Moose Jaw, Sask., have opened a branch at Gilroy.

J. H. Granger, general merchant, Labroquerie, Man., has sold to Jas. Boily.

Barne & Grandolfo, general merchants, Lavenham, Man., have sold to D. F. Price.

R. B. Atkinson, Edmonton manager of W. H. Escott & Co., Ltd., spent the holidays in Winnipeg, with relatives and friends.

R. B. Hare, who covers the Kirkella branch, and part of the main line and the G. T. R., for Campbell Bros., and Wilson, Winnipeg, has been on a visit to Oshawa and Toronto, and returns to

his home in Mooseman, Sask., the first of the year.

Sydney Long, who represents the Blue Ribbon Tea Co., Winnipeg, in Northern Manitoba, has been in Toronto during the holidays, visiting his mother.

With the spread of prohibition throughout the West, the demand for mineral waters is growing extensively, and among the latest companies incorporated for manufacture is Davie & Small, Ltd., with headquarters at Mather, Man.

A new organization was formed in Winnipeg last week which will be known as the Sales Managers' Association of Canada. One of its objects is to foster and promote a feeling of fellowship and good will among sales managers, and to advance the welfare of conditions in relation to salesmanship. The first officers of this new body are: President, C. S. Bamford, sales manager of the Ashdown Hardware Co., Ltd., Winnipeg; 1st vice-president, W. J. Wilson; 2nd vice-president, J. H. J. Murphy, sales manager of Royal Crown Soaps, Ltd.; secretary, A. E. Burns.

Victoria, B.C. Retail Merchants' Association has made the complaint to the city council that cold storage meats are being sold at the public market and that stall-holders who are not themselves producers, are handling products of others. They urged that the market should be open to only regular producers and that the council should not subject the retail merchants to unfair competition. The association requested that its representatives be permitted to discuss the matter with the council and also to take up the terms of the proposed new by-law regulating the early closing of retail stores.

Provincial Organizer Doyle, of the Retail Merchants' Association, Saskatchewan branch, addressed the retailers of Regina recently, and complained of a lack of interest in the association. He said the rest of the province looked up to the capital city as an example, and in order to accomplish the tasks in sight for the province, the retailers of Regina would have to lend their aid to help keep up this big organization. The provincial convention will be held in Regina some time in May next. It was decided to hold the annual banquet in connection with the provincial executive meeting some time after the first of the year.

Teas Firmer at Auction

London Market on Most Grades is Up a Penny in Three Weeks—Dried Peaches Strong and Advancing—Freights Are Affecting Arrival of New Molasses — Nuts Pretty Well Cleaned Up—Uncertainty in Sugar Market—Beans Maintain Their Strength

Office of Publication,
December 30th, 1915.

THE interest in the grocery market this week falls on two lines the future of which is problematical. The first is sugar. New crop Cubans are now being harvested and upon them and the demand for them will devolve the future price of sugar for some time to come. The situation is just this. It looks at present as if the crop is going to be a good one, and, conceding only an ordinary demand, we should see lower levels in sugar than have obtained for some time. The crop is turning out everything that can be expected and unless some unusual factor in the way of demand presents itself we shall doubtless see an easiness and lower prices. However, there may be a joker in the pack in the shape of a revived large demand from both France and England, in which case it seems reasonable to assume that levels will be higher or maintained, instead of lower. The present market affords no clue at all to the future. Trade is pursuing its ordinary steady course and buying is about average. Nevertheless there has been a certain firmness for the last two or three weeks, as we have pointed out from time to time in these reports and there is a feeling in some quarters that, unless the crop is exceptionally good, the demand will be so heavy that we shall not see very much easiness. One sugar man put it like this last week. "I would hate to sell short," he said, "for a long time yet." But unless there is something in the way of a big demand, it does seem reasonable to assume that given a fairly large crop, we shall see some lower prices on sugar.

The tea situation is also interesting, because, after so many months of a continual advance, followed by a month or two of slight easiness, the market at the London auctions on both Indians and Ceylons has advanced one penny within three weeks; this has gone by stages of a farthing, a farthing and a halfpenny. Moreover, it is important, that it be noted that these advances apply to all grades of tea. There has been a marked firmness for the last month or so and everything from dust to fine grade teas has had an upward trend. The reason assigned for this in circulars coming over from England, is that bidding is now much more general, and that at the lower levels which preceded these advances the trade did not get all the teas they wanted. It appears there is now heavy buying on all grades. Even common grades are higher. Possibly another material factor in the situation is the dearth of freights from India and Ceylon to London. These are very, very hard to get, harder, it is said, now than at any time during the war, and that may have considerable influence in firming up the market. Nevertheless the man who argues the other way, points out that there must be huge stocks of tea in London. It looks, although it is foolish to predict anything about such a market as the tea market at present, that we are in for a period of at any rate very firm levels, if not actual advances and we should not be surprised to see the latter.

Manitoba flour went up forty cents during past 10 days and is very firm at the new quotations. Bran and shorts are also up a dollar a ton or so and good feed flour is also higher. The grain market seems to be in a tense condition. The rise in flour was not unexpected. It was hinted at it in our last issue.

QUEBEC MARKETS

Montreal, Dec. 28.—The year closes with a splendid Christmas trade among both wholesalers and retailers. While some were inconvenienced by non-arrival of certain goods or insufficient quanti-

ties—yet customers seemed to purchase more heavily in others, with result that total sales were good and in advance generally over a year ago.

The trade is in somewhat of a quandary as to what sugar is going to do when

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Manitoba flour advances twice; price now on \$6.00 basis.
Rolled oats firm.
Shorts up \$2 ton.
Bran advances \$1 ton.
Wheat moulee up \$3.

FISH—

Demand easier after holiday.
Fresh fish accumulated on east coast.
Easier prices expected on frozen haddock and codfish.
Oysters arriving slowly.

PRODUCE AND PROVISIONS—

Cured and cooked meats firmer.
Creamery butter firm.
Cheese a little quieter.
New lays likely to ease off.
Turkeys still high.

GENERAL GROCERIES—

Sugar uncertain but easier market is more likely.
Duty on tea still talked of.
Molasses market still maintains firmness.
Dried fruits still firm.
Another advance in rice would not be surprise.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Manitobas up 20c.
Bran and shorts higher.
Advance in feed flour.
Export demand heavy.
No change in winter wheat.

FISH AND OYSTERS—

Oysters scarce and in demand.
Haddock coming better.
Halibut bought heavily.
Better weather prevailing.

PRODUCE AND PROVISIONS—

Several meats higher.
Pure lard up again.
New lays lower.
Creamery butter advances.
No change in cheese.
Live turkey appreciates.

GENERAL GROCERIES—

Teas higher in London.
New molasses to be late.
Prunes selling well.
Peaches up a cent.
Tapioca a good buy.
Belated currants here.
Good Christmas trade general.

MANITOBA MARKETS.

FLOUR AND CEREALS—

Flour remains at \$6.40 per bbl.
Wheat market fluctuating.
Feeds expected to take a jump.
Big demand for bran and shorts.
Cereals unchanged and quiet.

FISH AND POULTRY—

Turkeys at 10c after Christmas.
Haddies scarce and advancing.
All Eastern smoked fish scarce.
Oysters sell well for Christmas.

PRODUCE AND PROVISIONS—

Pure and compound lard firm.
No changes in meat prices.
Creamery has a strong undertone.
Stocks of good butter light.
Eggs firm; new lays still scarce.
Cheese market still firm.

GENERAL GROCERIES—

Difficulty getting Mexican coffee.
Local advance in peppers of 1/2-1c.
New syrup prices for Edmonton.
Sugar expected to decline.
Tapioca and sago markets advancing.
Canned goods selling reasonable.
Dried beans may go higher.

the new Cuban crop gets into action. The crop is certainly a good one, but there is the possibility of demand from countries other than those which do not usually handle West Indies sugar. Apart from this possibility, however, an easier market is to be expected.

The difficulty of securing sufficient boats is going to delay the new crop of Barbadoes molasses in reaching this market. The first of the new crop was shipped some days ago and it is stated that over 50 cents was paid. This does not look like cheaper molasses for some time.

While currants have arrived from the "Frixas" yet there has been no easing in price. In fact supplies seem to be so short that none are anticipated.

The rice market is firm at advances of last week and this is a market which requires careful attention.

SUGAR.—In the local market there is little demand at present, and business is quiet. Future prices of sugar are very uncertain. The market for futures is weak. Porto Rico spot stocks have sold at a decline. So far this has not been in sufficient quantities to influence the Cuban holders, the Cuban market remaining firm. Authorities do not like to express an opinion owing to the fact that there are so many new elements on account of the war which affect the market. One refiner tells us that he has received inquiry from Greece from a party who is unable to get customary supplies from Austria. This is an example of one of the many things which at any moment may crop up to influence the market.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
25 lb. bags	6 75
2 and 5 lb. cartons	6 95
Extra Ground Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Yellow Sugars—	
No. 1	6 25
Dark yellow	6 05
Bright yellow, bbls. only, cwt.	6 50
Powdered Sugars—	
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Paris Lump—	
100 lb. boxes	7 25
50 lb. boxes	7 35
25 lb. boxes	7 55
Crystal Diamonds—	
Barrels	7 25
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

TEA.—The tea business is quiet. Retailers have been very busy with Christmas trade, and have been uninterested in teas. Tea men are standing pat until the turn of the year which will doubtless bring a renewed activity. The question of interest to many is whether or not the new budget will impose a tax on tea. There seems to be a growing opinion that 10 cents will be put on though there are quite a number of the opposite opinion. Retailers so far have not evinced much interest. Prices in London are quite firm on all grades.

SYRUPS AND MOLASSES.—Great

difficulty is being experienced in getting space on the boats. We are told that there are only two boats running between the Barbadoes and Halifax, and that they are only sufficient to carry the sugar crop alone. Consequently, it is difficult to get but small quantities of molasses on board. The first new crop molasses was shipped from Barbadoes on December 17. The shipment was small, and over 50 cents was paid for it. It will not be sold here less than 57 cents. Consequently, prices cannot be expected to go down at an early date.

Corn syrups are moving freely.

	Fancy.	Choice.
Barbadoes Molasses—	Island of Montreal.	
Punchoons	0 58	0 48
Barrels	0 61	0 51
Half barrels	0 63	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 punchoons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½	
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case.	2 65	
Cases, 5 lb. tins, 1 doz. in case.	3 00	
Cases, 10 lb. tins, ½ doz. in case.	2 90	
Cases, 20 lb. tins, ¼ doz. in case.	2 85	
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case.	3 00	

DRIED FRUITS.—Reports from California say that all seedless stock is high and will be higher. Prunes and all other Californian fruits are firm at present quotations. Unseeded raisins are a good average trade, and prices are steady. There are no competitive prices from the coast, all packers quoting about the same. Evaporated peaches and apricots have strengthened, and an advance is expected. On the whole the market is strong and supplies are very much reduced with the exception of unseeded raisins. With further reference to the scarcity of Greek currants better reports have been received as to the condition of the shipment on the "Frixas," those unloaded latterly being in better condition. This, however, does not help out to any extent.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 11½
Apples, choice winter, 50-lb. boxes	0 10
Apricots	0 14
Nectarines, choice	0 11½
Peaches, choice	0 08
Pears, choice	0 13½
DRIED FRUITS.	
Candied Peels—	
Citron	0 22
Lemon	0 20
Orange	0 19
Currents—	
Philatras, fine, loose, new	0 11½
Philatras, packages, new	0 12½
Dates—	
Dromedary, package stock, old, pkg.	0 09
Pears, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal., fancy, table, 10 lbs.	1 50
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 11½
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	1 75
Muscadels, loose, 3-crown, lb.	0 08½
Muscadels, lb.	0 09½

Cal. seedless, 16 oz.	0 12½
Fancy seedless, 16 oz. pkgs.	0 10
Choice seedless, 16 oz. pkgs.	0 09½
Valencias, selected	0 10
Valencias, 4-crown layers	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

SPICES.—The market has for some time been reported strong with a good demand. The market to-day has gained even greater strength, and is in an exceptionally strong position. American and English stocks are getting smaller all the time, and they are talking of higher prices in the near future. The local demand for the month of December has been unusually good. January is generally a brisk month, and this year will not likely be an exception as retailers' stocks are not heavy. There is a strong opinion that there will be an advance, and at an early date.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 69	—0 23
Cassia	—0 22	—0 89	—0 29
Cayenne pepper	—0 28	—	—0 35
Cloves	—0 28	—1 05	—0 36
Cream tartar—suc.	—	—	—
Ginger, Cochin	—0 22	—	—0 29
Ginger, Jamaica	—0 23	1 07—1 15	—0 31
Mace	—0 80	—	—1 00
Nutmegs	—0 40	—2 40	—0 75
Pepper, black	—0 22	0 90—1 00	—0 29
Pepper, white	—0 22	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 14—0 16	—	—
Turmeric	0 21—0 23	—	—

Lower prices for pails, boxes or bailers when delivered can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Cinnamon—		
Canadian	—	0 13
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chilies	—	0 35
Shredded coconut, in pails	0 18½	0 22
Pimento, whole	—	12-15

RICE.—There is not a great deal more to be said about rice than was contained in last week's report. The cause of the advance which was practically altogether the huge increase in freight rates is one that is unlikely to be removed for some time. The market is firm, and there is no indication that present prices will hold. It is thought by some that another advance will come. The rice market is one that is likely to develop some interesting features and should be followed closely.

Rangoon Rices—	Per cwt.
Rangoon, "B"	4 20
"C.C."	4 10
India bright	4 35
Lustre	4 40
Fancy Rices—	
Mandarin, Patna	4 30
Pearl	4 75
Imperial Glace	5 40
Sparkle	6 00
Crystal	5 20
Snow	5 30
Ice drips	6 50
Java Onyx	—
Prices per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).	
Imported Patna.	Per lb.
Bags, 224 lbs.	0 06½
Half bags, 112 lbs.	0 06½
Quarter bags, 56 lbs.	0 06½
Velvet head Carolina	0 09
Sago, brown	0 06½
Tapioca—	
Pearl, lb.	0 07
Seed, lb.	0 07

DRIED VEGETABLES.—There is a normal market and demand on all dried vegetables, with the exception of beans which continue to be a source of trouble. The trouble is not in quantity, but in quality. Michigan beans are still coming in, but not in large quantities. The best beans that can be procured are Que-

bee Province hand picked beans, which are bringing \$1.50 per bushel. There are not enough of these, however, to help out very much.

Beans—		
Canadian 5 lb. pickers, per bushel	4 20	4 35
Yellow eyes, per bushel		4 20
Lima, per lb.	0 08	0 08½
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.		5 50
Barley, pot, per bag		3 00
Barley, pearl, lb.	0 04½	0 05

(COFFEE. Business continues very good, and the market is steady. There is no change in the local market quotations.

Coffee—		
Plantation Ceylon	0 32	
Java	0 32	
Arabian Mocha	0 34	
Guatemala	0 25	
Mexican	0 22	
Maricao	0 22	
Jamaica	0 19	
Santos	0 19	
Rio	0 16	
Chicory	0 14	

CANNED GOODS.—In the French market sardines have taken a big advance of ten to fifteen francs or three dollars per case. Vegetables have advanced 10 francs or \$2 per case. This increase is due to higher prices paid for fish, oils, tin, etc. Prices here will be very high, but they cannot be estimated at present, this information was received to-day in a letter dated Dec. 9th. The market here is very bare. Owing to the high price of beans, packing, etc., sundry brands of Canadian baked beans have advanced 67½ now being asked for 1 lb., \$1.12½ for family size, and \$1.50 for 3 lbs. Condensed milk on standard brands has advanced 10 cents, now being on the basis of \$5.60.

ONTARIO MARKETS

Toronto, Dec. 30.—Everybody is satisfied with the amount of Christmas business they had. "Much better than we expected," and "Buying was right up to the last minute, particularly in repeats;" these and other good reports were heard. Repeat orders seem to have been a feature. Grocers prepared to some extent for a better holiday trade than last, but even their calculations fell short of the sum total of public buying. Country trade was particularly good and right up to the day before Christmas orders were coming in for more dried fruits, more nuts and so on.

Shipments from the good (?) ship "Frixas" arrived in Toronto a couple of days before Christmas, and were rushed out to the trade who were eagerly waiting. That is the town trade, for those in the country did not get them in time. When the currants did arrive they were found to be more or less of indifferent quality. This is not surprising in view of the way they hung around in Greece, dumped here and dumped there for a week or ten days at a time before they finally got away. Underwriters are busy now trying to find out who bears the loss.

Along the line of demonstrating that English goods are difficult to get these days may be cited the case of an importer who bought some English biscuits. These were to be shipped mid-September. They arrived the third week in December, and they are not all here at that. The question of freight seems to get worse instead of better.

"What sort of a year are you expecting?" was asked a prominent wholesale house. "The best yet," was the laconic reply. This wholesaler went on to point out that October was ahead of 1914; so was November; while the first half of December had been better than the whole of November in 1914, and the Christmas trade this year was "way ahead." "At any rate," he continued, "I'm preparing for the best year. I think it will materialize. The public has been slowly acustoming itself to the sound of the voice of the justifiable optimist who for some months now has been saying that business is better, and Christmas gave them a fillip. I don't think we shall see any slump. I think this year will exceed all others."

That's the spirit! The best is yet to be. And thinking so—and elbow grease—will bring the realization.

SUGAR.—No new feature presents itself. Buying in this market pursues its ordinary course at recent levels, which are well sustained but no higher. But, as already pointed out, the near future is a queer quantity to judge, and we may see higher levels before we see lower, new crop sugars coming soon notwithstanding. No one can tell absolutely.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
50 lb. bags	6 81
25 lb. boxes	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 26
100 lb. boxes	7 36
50 lb. boxes	7 66
Cartons (20 to case)	8 01
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	8 36
Paris Lump—	
100 lb. boxes	7 36
50 lb. boxes	7 66
25 lb. boxes	7 50
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cent. above bag prices.	

SYRUPS AND MOLASSES.—Molasses in this market is steady and firm at quoted levels. New crop stuff apparently will be late in arrival. What was thought would arrive late in January will probably not be here till the month after. There is an acute scarcity in freights, and buyers may have to wait for their purchases. Syrups show no change of any consequence.

TEA.—As we go to press a little earlier this week on account of the holiday we have seen no cables from London. The holiday there is longer than

ours, and there are likely no actions. Nevertheless, the trend of both Indians and Ceylons at recent sales in London is interesting because it appears to be markedly upward.

In three weeks there has been an advance in practically all grades, which totals a full penny; a farthing, a farthing and a cent. A circular of recent date says that Indians and Ceylons right from dusts up have been firm and higher. Bidding has been more general, and harder rates have ensued. Finest quality stuff has fetched high prices. Pekoes and Orange Pekoes have been very strong. Common grade—for long time the low spot, and showing a downward tendency—have firmed up and joined in the general advance. The scarcity of freights from India and Ceylon is urged as a reason. On the other hand there must be lots of teas in London. Probably a more general bidding is the main reason.

There seems to be a feeling in some quarters here that we may be in for a session of higher prices. Readers will remember that when—only a few months ago—the tea market cut all sorts of capers, but was substantially higher week after week, we reasoned that such was the likely trend, and also that Canadian Grocer was also right in gauging the period of easiness and lower levels (in some sort) that followed. It looks as if the pendulum is again swinging the other way, and that once more teas are on the up grade. Of course, he is foolish who positively predicts anything in the tea market these days, but one may, at any rate, recount some factors which seem to indicate the course of the market. There is some talk on the street of a tea tax again. As usual, of course, this is and can only be talk, but, rumor or more, it appears to be stimulating buying somewhat.

DRIED FRUITS. The market is quiet after the busy days of the last two or three weeks. Stocks to a certain extent are cleaned up, but the market has little feature of moment. The chief item is that the currants from the "Frixas" are at last here. In some cases, i.e., those of the country retailer, they were too late for Christmas buying. Prices have not eased up at all.

Seeded and seedless raisins are firm enough. There is a slump in buying, but only the usual post-festival easiness, not any weakness at all.

Apricots are selling well at 15 to 16, firm quotations.

Peels were cleaned up pretty well before the holiday. Demand is ordinary only, now. Peaches are firm and higher, and we quote 8½-9 cents, an advance of a full cent. They are very firm in the primary market.

Package dates and prunes are having good steady buying. The latter were

sold heavily in November. From now on is their consumption time and levels are well supported.

Apples, evaporated, per lb.	0 08	0 08½
Canned Peas—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 25	0 27
Currents—		
Filigras, per lb.	0 12	0 13
Ananas, choicest, per lb.	0 12½	0 13½
Pistachos, per lb.	0 13	0 14
Vostizas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 0½	0 09
Halloweys	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
50 lb. boxes, ½ cent more.		
Peaches—		
Choice, 50 lb. boxes	0 08½	0 09
25 lb. boxes, ½ cent more.		
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Most lines were actively bought, and filberts and shelled almonds have been pretty well cleaned up. After last week's advances there is little change. Buying is steady and usual again. Brazils are in good demand. Tarragona almonds are firm at quoted levels on steady buying.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 15	0 16
Brazils, large, washed, new	0 20	0 22
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 14	0 15
Peanuts, Jumbos, roasted	0 13½	0 14½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 10	0 10½
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 45	0 46
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 40	0 41

COFFEE.—The market pursues its even course, and there is nothing of outstanding import.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 36
Maracaibo, lb.	0 22	0 25
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 15	0 17
Santos, lb.	0 21	0 23
Chicory, lb.	0 12	0 14

BEANS.—The trade seems to be in for high prices on beans and peas, for still there is no relief. The fundamental factor was the poor crop in Ontario and levels are quite firm still with shorter supplies than demand. Some American beans have sold, but it is said now that they haven't enough over the line for their own use, much less for export.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 25

SPICES.—The market is still firm. Cloves are rather easier, upon arrivals in New York. Cassias are strong, but with lesser demand. Peppers continue very firm and high.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 30	0 38

Cloves, ground	0 18—0 22	0 30—0 37
Cream of tartar	0 48—0 50	0 48—0 52
Curry powder	0 30—0 35	0 30—0 35
Ginger, Cochin	0 15—0 17	0 18—0 22
Ginger, Jamaica, ground	0 18—0 21	0 25—0 32
Ginger, Jamaica, whole	0 28—0 32	0 28—0 32
Ginger, Atirican, ground	0 14—0 18	0 14—0 18
Mace	0 90—1 00	0 90—1 00
Nutmegs, brown, 64s, 52c; 86s, 42c; 100s	0 30—0 37	0 30—0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 22—0 25	0 22—0 25
Pastry spice	0 14—0 18	0 22—0 26
Peppercorns, black, ground	0 21—0 25	0 21—0 25
Peppercorns, black, whole	0 19—0 24	0 24—0 36
Peppercorns, white, ground	0 34—0 36	0 34—0 36
Peppercorns, white, whole	0 16—0 20	0 16—0 20
Pickling spice	0 18—0 20	0 18—0 20
Turmeric	0 18—0 20	0 18—0 20

RICE AND TAPIOCA.—Tapioca still continues strong spot, and the primary market is very firm with a noticeably higher trend. Dealers are still selling on the old basis here, but expect to advance prices later if firmness in primary market continues.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	0 05½

CANNED GOODS.—The market still remains quiet. Doubtless it will speed up in the new year. All levels are well supported, but show no advance.

MANITOBA MARKETS

Winnipeg, Dec. 29.—There was a slight let-up in the volume of orders reaching jobbers a few days before Christmas, which was natural, as retailers all over the West must have been busy last week. Most of the wholesale houses brought their travellers in, many of whom went to their homes to spend Christmas. Jobbers, however, are not complaining at this slight lull, as there has been exceptional business all summer, and particularly during the past three months. A Winnipeg jobber stated this week that his business had doubled over what it was last year during the past three months; and many of his lines are what might be termed luxuries. Country dealers are conspicuous in jobbers' offices handling big wads of bills—indications of good crops in their districts.

Stories coming in about the crop sound almost like fairy tales, and it is asserted on every hand that nobody has any idea of the size of this year's crop. A man from Alberta solemnly declared this week that farms in the Province have averaged 110 bushels to the acre—that there had been three crops in one this year. This seems incredible, but the information, it is stated, came from one whose integrity could not well be doubted.

The sales manager of a large Winnipeg jobbing house, who returned this week from a trip through Saskatchewan, stated that he had found a most hopeful condition in all trades, and he felt that the coming year was going to be a good one. Some people, he said, judged that wheat would be hauled out of the West right up to the time when the new crop

is cut, which means that there will be money available in months which in former years were noted for lack of money. Merchants are straightening things up with their creditors.

The broom situation is one that will require attention. Of late, the price of broom corn has advanced about 100 per cent. Prices in Winnipeg were jumped 25c dozen on Dec. 1, and must advance again with the price of corn. Even at the high prices, the material used is not very good, there being too much red in it. It is advisable to buy old corn brooms where these are available. First-class 5-string brooms cost in Winnipeg around \$4.50 per doz., and 3-string brooms \$3.

SUGAR.—The general feeling is that lower prices are bound to come; perhaps around the first of the year. Anyhow, the trade is not inclined to buy until they absolutely have to.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 50
Hard lump (109-lb. case)	8 30
Montreal, yellow, bags	6 95
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 30
Halves, 50 lbs., per cwt.	7 40
Bales, 20 lbs., per cwt.	7 40
Powdered, 50s	8 05
Powdered, 5s	8 00
Icing, barrels	8 25
Icing, 50s	8 25
Cut loaf, barrels	8 10
Cut loaf, 50s	8 35
Cut loaf, 25s	8 60
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 50
Bar sugar, boxes	7 75
Icing sugar, bbls.	7 70
Icing sugar, boxes	7 95
H. P. lumps, 100-lb. cases	8 20
H. P. lumps, 25-lb. boxes	8 45
Yellow, in bags	6 95

SYRUPS.—A British Columbia firm of cane syrup manufacturers have changed their quotations for Edmonton and Stratheona to read the same as at Winnipeg. Quotations now are only 5c per case higher for Saskatoon. This is the season for syrups, one of the biggest seasons, and they are moving freely where farmers have the money to buy. The absence of maple syrup from this market is having a stimulating effect on the sale of corn syrup.

Corn Syrup—		
2s, per case 2 doz.	2 65	2 65
5s, per case 1 doz.	2 98	2 98
10s, per case ½ doz.	2 88	2 88
20s, per case ¼ doz.	2 87	2 87
½ barrels, lb.	0 04½	0 04½
B. C. Cane Syrup—		
2-lb. tins, 2 doz. to case, per case	3 15	3 15
5-lb. tins, 1 doz. to case, per case	3 60	3 60
10-lb. tins, ½ doz. to case, per case	3 30	3 30
20-lb. tins, 3 tins to case, per case	3 25	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Stratheona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)		
Molasses—		
Barbadoes, fancy	0 70	0 70
Barbadoes, choice	0 63	0 63
New Orleans	0 30	0 37

DRIED FRUITS.—It is hard to say exactly at this date what is going to happen in this market after the Christmas trade is over, but jobbers insist that the outlook is good, and the demand will continue steady. Reports from California just prior to Christmas were to the effect that the market was quiet, but jobbers are not looking for much change in their prices to the retail trade.

While the West has been buying heavily, it is expected that they will find it necessary to come into the market again within thirty days. Prunes are about stationary, and the crop is practically all out of growers' hands. The market will probably remain stationary for a while unless export business picks up, which is unlikely, as the Panama Canal is closed. Shipments of currants are now arriving freely, and more are expected next week; further cable advices are to the effect that the market is very firm, chiefly on account of freight rates. Jobbers do not look for higher prices on currants as they are high enough now. There is a possibility of California raisins going even higher after the new year, as there has been an exceedingly heavy demand from Europe. The season now is over for peels, but prior to Christmas there was quite a scrimmage to secure shipments. Christmas lines generally will now be quieter.

Dried Fruits—		
Evaporated apples, 50's	0 10½	
Pears, 25's	0 12	
Apricots, choice, 25's	0 13	0 14½
Apricots, choice, 10's	0 14	0 15
Peaches—		
Choice, 25-lb. boxes	0 06½	
Choice, 10-lb. boxes	0 07¼	0 07½
Currants—		
Dry clean	0 11	0 11½
Washed	0 11½	0 12
1 lb. package	0 12½	
2 lb. package	0 23	0 25
Dates		
Hallowee, loose, per lb.	0 07½	0 09
Hallowee, 1 lb. pkgs.	0 07¼	0 07½
Fard dates, 12-lb. boxes	1 25	
Raisins, California		
16 oz. fancy, seeded	0 10½	
16 oz. choice, seeded	0 10	
12 oz. fancy, seeded	0 08½	
12 oz. choice, seeded	0 08	
Raisins, Muscatels—		
3 crown, loose, 25's	0 08½	0 09½
3 crown, loose, 50's	0 08½	0 09
Raisins, Sultanah—		
California, 50's	0 13	
Raisins, Valencia—		
4-cr. layers, 28-lb. boxes	4 10	
4-cr. layers, 7-lb. boxes	1 05	
Fancy selected, 14-lb. boxes	1 50	
Prunes—		
90 to 100, 25s	0 07¾	0 08
80 to 90, 25s	0 08	0 08½
70 to 80, 25s	0 08½	0 09
60 to 70, 25s	0 09½	0 10
50 to 60, 25s	0 09¾	0 10
40 to 50, 25s	0 09¾	0 11½
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	0 17½	
5-crown, 19 lb. boxes, per lb.	0 14½	
4-crown, 10 lb. boxes, per lb.	0 14	
3-crown, 10-lb. boxes, per lb.	0 12½	
Glove boxes, per doz.	1 25	
Cooking figs, taps, about 5 lbs., lb.	0 09	

DRIED VEGETABLES.—The feeling here is that sooner or later the price of beans will be higher. Those coming in from Ontario are not giving too good satisfaction, and attention is being turned to those coming from Michigan, British Columbia, and Japan. Japan beans figure conspicuously this year. An enterprising B. C. importer covered the West pretty thoroughly last year, making contracts with wholesalers at prices much lower than the prevailing price today. Those jobbers who bought at this price for delivery up to the present, are in a most enviable position, and there will no doubt be considerable variance in prices quoted throughout the West. The market is much stronger in view of the fact that Japanese growers have closed down on orders placed for shipment later than January. It is stated that they are

already sold out for January shipment, which beans will not arrive on this market until middle of April. Japanese beans began to figure prominently on this market when Ontario growers commenced to put up their prices on the poorer quality. It is stated that the only desirable beans on this market are coming from Michigan, B. C. and Japan. Some good pink beans have been offered from California, but these do not find a ready sale on this market on account of their color. The same applies to some Japanese beans which have a mottled appearance, and are described by the word "quail." The Japanese are also sending in small hand-picked beans which are new on this market. California beans are almost too high to bring in here. Split peas are scarcer for shipment from the East, and there is liable to be considerable price fluctuation on the primary market.

Beans—		
Choice, hand-picked, per bushel.....	4 35	4 50
3-lb. pickers, bush.	3 90	4 60
California Lima Beans—		
Bag lots	0 07½	
Less than bag lots	0 06½	
Barley		
Pot., per sack, 96 lbs.	3 30	
Pearl, per sack, 96 lbs.	4 35	
Peas		
Split peas, sack, 95 lbs.	6 09	6 10
Sacks, 4's	3 92	3 07½
Whole peas, bushel	2 55	

RICE AND TAPIOCA.—The outlook is certainly for higher prices on rice, although jobbers are still selling it on the old basis, as many of them have placed contracts away ahead. An advance occurred in the primary market last week on tapioca and sago, on account of higher freight rates, but this has not yet had any effect on the price to the retailer.

Rice and Tapioca—		
No. 1 Japan, per lb.	0 05½	
No. 2 Japan, per lb.	0 04½	
Siam, per lb.	0 03½	
Patna, per lb.	0 07½	
Carolina, per lb.	0 06½	
Sago, pearl, lb.	0 06½	
Tapioca, pearl	0 06½	0 06½

COFFEE.—Although big crops are reported in Brazil, there is little indication of an easier market here. Mexican coffee is hard to get owing to transportation difficulties. Shipments wanted in Winnipeg have been tied up for six weeks.

Coffee—		
Green coffee, No. 7 Rio	0 12½	0 12½
Green coffee, No. 5 Rio	0 13½	0 14
Green Santos	0 15½	0 16
Roasted Rio	0 17½	0 18
Santos	0 21½	0 22½
Maricaoibo	0 24	0 25
Chicory, lb., by bbl.	0 09½	
Chicory, lb., 14-lb. tins	0 12½	

TEAS.—Prices are still high. Jobbers state that sales will take place in Colombo and Calcutta the first of the year, and prices on lower grades may then be lower. This, however, would not affect prices here, as it would take three months for these teas to arrive. There is a steady demand.

SPICES.—There has been an advance of from 1½c to 1c on local quotations for peppers; black is now offered as high as 24c, and white 32-35c. During the past sixty days, there has been an advance of 4c per lb. on cloves, but local

prices are reasonable, wholesalers having bought at lower figures; quotations on whole are 25s. and on ground 30-33c.

Pepper—		
Ground black	0 21½	0 21
Ground white	0 22	0 25
Cream of tartar 35% guaranteed	0 50	0 55
Cloves, whole	0 25	0 30
Cloves, ground	0 30	0 35
Ginger, Jamaica, ground	0 22	0 25

CANNED GOODS.—Many jobbers are still selling on the old basis, but it is predicted here that prices will advance again in the primary market. Some lines of canned goods are said to be selling cheaper in Winnipeg than they can be brought in, and this will continue until stocks are exhausted. In Winnipeg, stocks of all the main lines of canned goods are rather heavy.

WINNIPEG

PRODUCE AND PROVISIONS.—Pure and compound lard are firm, especially the latter, on account of the high price of oil. There are no radical changes in meat prices, but it is expected that present prices will be maintained, as the hog market is advancing. There is practically a uniform sale on all lines of meats. Creamery butter market has a strong undertone in sympathy with American markets; stocks are light, especially of the better grades. Eggs are firm, and new-laid are still scarce. In cheese there is little new to report; the export demand keeps prices up.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 25	0 28
Bacon		
Breakfast, per lb.	0 19	0 24
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light	0 15	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 28
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	
Lard, Pure—		
Tierces	0 13½	
Pails	2 81	
Cases, 5s	8 77	
Cases, 3s	8 85	
Lard, Compound		
Tierces	0 12½	
Butter—		
Creamery	0 33	0 35
Best dairy	0 25	0 28
Cooking	0 22	0 25
Eggs—		
No. 1 storage	0 27	0 29
New laid	0 32	
Cheese—		
Ontario, large	0 19½	
Ontario, twins	0 19½	

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Dec. 30.—Annual stock-taking is consuming much of the time on wholesale row this week. Prices are firm and steady. The usual after Christmas lull is being experienced. New Zealand butter is now quoted at 42c, with fancy creamery selling at 34c. Cheese, twins are 21c; Stiltons, 23c. Eggs, local, fresh, are 50c; Eastern selects are 38c to 40c. Manitoba flour is up to \$7.10, and pastry to \$6.60. Navels are quoted at from \$2.50 to \$3.25 a box. Japanese oranges are none too plentiful. Bundles of two boxes each are quoted at \$1.

Nuts, particularly Brazils, are scarce. California walnuts are short, but shipments are expected to relieve situation. Dates, both bulk and packages, are becoming scarcer.

Produce and Provisions—

Butter, creamery, per lb.	0 34	0 36
Butter, New Zealand, lb.	0 42	0 42
Cheese, per lb., large, 194c; twins.	0 21	0 21
Cheese, Stilton, lb.	0 23	0 23
Eggs, local fresh	0 50	0 50
Eggs, Vancouver Island	0 48	0 40
Eggs, Eastern select, doz.	0 38	0 55
Lard, 3's, per case	8 45	8 45
Lard, 5's, per case	8 45	8 40
Lard, 10's, case	8 40	8 40
Lard, 20's, each	10 90	10 90

General—		
Almonds, shelled, lb.	0 42½	0 06½
Beans, Lyton, per lb.	0 06½	0 06½
Cream of tartar, lb.	0 55	0 06½
Beans, Lyton	0 06½	0 06½
Figs, 12-10 oz. pkgs., per box.	0 90	0 90
Figs, 50-60 oz. pkgs., per pkg.	2 25	0 18½
Cocoanut, lb.	0 18½	3 00
Commeal, bail	3 00	7 10
Flour, best patents, per bbl.	7 10	4 50
Honey, Idaho, 24 lbs.	4 50	4 50
Lemons, box	4 00	20 00
Potatoes, per ton	14 00	0 01½
Roiled oats, bail of 80 lbs.	2 50	3 25
Onions, lb.	2 50	1 90
Oranges, new navel, box	1 90	7 65
Rice, 50's, case	7 65	7 00
Sugar, standard gran., per cwt.	7 00	0 45
Sugar, yellow, per cwt.	7 00	2 25
Walnuts, shelled, lb.	0 45	7 50
Jams, glass jars, doz.	2 25	
Jams, 4-lb. tins, doz.	7 50	

Canned Goods—		
Apples, gals., 6-case	1 62	2 10
Beans, 2's	2 10	2 15
Corn, standard, per 2 doz. case	2 15	2 10
Peas, standard, per 2 doz. case	2 10	1 90
Plums, Lombard, 2's, case	1 90	4 00
Peaches, 2½'s, case	4 00	4 50
Strawberries and raspberries, 2's, case	4 50	2 30
Tomatoes, standard, per doz., case	2 30	

Salmon—		
Sockeye, 1's, 4 doz. case	9 00	10 75
Sockeye, ½'s, 8 doz. case	10 75	4 00
Pinks, 1's, 4 doz. case	4 00	

Dried Fruits—		
Apricots, per lb., 11c; Apples, lb.	0 12	0 12
Prunes, 70-80, 25's, lb.	0 12	0 12
Currents, per lb.	0 12	0 09½
Raisins, seeded, lb.	0 09½	0 06½
Peaches, per lb.	0 06½	0 07½
White figs, per lb.	0 07½	

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Dec. 30.—Evaporated apples have advanced to 12c. Cheese is up a ½c., and the New Year will likely see bacon easier and canned tomatoes dearer. Jobbers made a good clean-up on nearly all Christmas lines, and retailers report good clearance also. There was no scarcity of turkeys, as war feared, and price dropped to about 22c retail. Wholesale fruit houses report good Christmas trade. General feeling is that future is very promising.

General—		
Beans, small white Japan, lb.	0 07½	3 15
Flour, No. 1 patent, 98's	3 15	0 67
Molasses, extra fancy, gal.	0 67	2 70
Roiled oats, bail	2 70	4 00
Roiled oats, 80's	4 00	0 35
Rice, Siam, cwt.	4 00	7 95
Potatoes, local, per bush.	7 95	0 40
Sugar, pure cane, granulated, cwt.	7 95	0 30
Shelled walnuts, finest halves, lb.	0 40	
Shelled walnuts, broken, lb.	0 30	

Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 20½	0 35
Butter, creamery, lb.	0 35	0 30
Butter, No. 1, dairy, lb.	0 30	10 00
Eggs, select, storage, case	10 00	9 60
Lard, pure, 3s, per case	9 60	8 85
Lard, pure, 5s, per case	8 85	0 21
Bacon, smoked backs, per lb.	0 21	0 22½
Bacon, smoked bellies, per lb.	0 22½	

Canned Goods—		
Tomatoes, 3s, standard, case	2 85	2 25
Corn, 2s, standard, case	2 25	2 35
Peas, 2s, standard, case	2 35	2 10
Tomatoes, gals., case	2 10	4 98
Apples, gals., Ontario, case	4 98	4 50
Strawberries, 2s, Ontario, case	4 50	10 00
Raspberries, 2s, Ontario, case	4 50	4 50
Salmon, finest sockeye, talls, 48x1s, cs.	10 00	4 50
Salmon, pink, talls, 48x1s, per case	4 50	2 65
Lobster, ½s, per doz.	2 65	

Dried Fruits—		
Currents, lb.	0 13	0 12
Evaporated apples, 50s, per lb.	0 12	0 07½
Peaches, choice, 25s, per lb.	0 07½	0 10
Apricots, choice, 25s, per lb.	0 10	

Pears, choice, 25s, per lb.	0 14	0 07
Prunes, 90-100	0 07	0 15
Sultana raisins, Cal., extra fancy	0 15	0 10
Valencia raisins, Cal., lb.	0 10	
Fruits and Vegetables—		
Apples, No. 1, box	1 75	2 00
Apples, cooking, box	1 00	1 25
Grapefruit, Cal.	3 50	5 00
Grapefruit, Florida, case	4 50	3 50
Oranges, navel, case	3 50	32 00
Onions, B.C., ton	32 00	4 50
Lemons, case	4 50	1 00
Peaches, crate	0 90	2 00
Tomatoes, Cal., crate	2 00	

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Dec. 30.—Business has slackened considerably since Christmas. Wholesale and retail establishments are getting things shaped up for stock-taking. There is little change in staple markets. New rates from the West over Canadian Northern have brought slight decline in certain brands of goods which are brought from West, including California products. Collections are splendid.

General—		
Beans, Ashcroft, lb.	0 06½	4 20
Beans, white navy, per bush.	4 20	18 00
Ran, ton	18 00	0 18
Coffee, whole roasted, Rio	0 18	0 35
Potatoes, per bush.	0 35	1 60
Roiled oats, 20's, 80c; 40's	1 60	1 75
Roiled oats, bail, \$2.30; 80's	1 75	3 15
Flour, fancy patents, 98-lb. sack	3 15	3 00
Flour, seconds	3 00	4 05
Rice, Siam, per cwt.	4 05	20 00
Shorts, ton	20 00	7 95
Sugar, standard gran., per cwt.	7 95	7 65
Sugar, yellow, per cwt.	7 65	0 38
Walnuts, shelled, lb.	0 38	

Produce and Provisions—		
Cheese, lb.	0 18½	0 20½
Bacon, lb., 20c; bellies, lb.	0 20½	0 32
Butter, creamery, per lb.	0 32	0 40
Butter, dairy, No. 1, 2c; No. 2	0 40	0 32
Eggs, extra, per doz.	0 32	0 30
Eggs, No. 1	0 30	9 00
Eggs, No. 2	9 00	9 05
Lard, pure, 3's, per case	9 05	9 75
Lard, pure, 5's, per case	9 75	3 23
Lard, 10's, per case	9 75	
Lard, pure, 20's, each	3 23	

Canned Goods—		
Corn, standard, per two dozen	2 25	2 25
Peas, standard, 2 dozen	2 25	2 20
Peas, standard, 2 dozen	2 20	2 25
Plums, Lombard	2 25	3 55
Peaches	3 55	4 00
Strawberries, \$4.45; raspberries	4 00	2 85
Tomatoes, standard, per 2 doz.	2 85	6 65
Salmon, sockeye, 4 doz. talls, case, 1s	6 65	4 14
Salmon, pink, case	4 14	4 35
Cohoos, 1's, \$5.80; humpbacks, 1's.	4 35	2 35
Lobster	2 35	

Dried Fruits—		
Currents, per lb.	0 13	0 09½
Prunes, 70-80, 25's, lb.	0 09½	
Evaporated apples, 50's, lb., 104c; 25's, 104c; 35's	0 12	

SASKATCHEWAN MARKETS

By Wire.

Regina, Dec. 30.—Market is quiet this week following Christmas trade. Business, however, was brisk throughout the past month. Christmas stocks are pretty well cleaned up, including peels, some lines of nuts and Japanese oranges. No price changes whatever are reported in any line this week.

Produce and Provisions—		
Butter, creamery, per lb.	0 36	0 27
Butter, dairy, No. 1	0 27	0 19½
Cheese, per lb.	0 19½	0 45
Eggs, new laid	0 45	0 35
Eggs, fancy, storage	0 35	0 30
Eggs, good, storage	0 30	8 80
Lard, 3's, per case	8 80	8 75
Lard, 5's, per case	8 75	8 70
Lard, 10's, per case	8 70	2 88
Lard, 20's, per case	2 88	

General—		
Beans, Ontario, white, per bush.	4 75	0 17½
Coffee, whole roasted, Rio	0 17½	0 50
Cream of tartar, lb.	0 50	0 18
Cocoanut, lb.	0 18	2 80
Commeal, bail	2 80	0 12
Apricots, per lb.	0 12	4 00
Flour, 98's	4 00	1 75
Roiled oats, 80's	1 75	7 74
Rice, per cwt.	7 74	8 75
Onions, 100 lbs.	8 75	7 34
Sugar, standard, gran., per cwt.	7 34	
Sugar, yellow, per cwt.		

Walnuts, shelled, 47-49c, almonds	0 45	0 47
Canned Goods—		
Apples, gals., case	1 80	2 25
Beans	2 25	2 23
Corn, standard, per 2 dozen	2 23	2 40
Peas, standard, per 2 dozen	2 40	2 10
Plums, Lombard	2 10	3 10
Peaches	3 10	4 73
Raspberries, \$4.33; Strawberries	4 73	2 60
Tomatoes, standard, per case	2 60	
Salmon—		
Sockeye, 1's, 4 dozen case	9 55	12 35
Sockeye, ½'s	12 35	6 00
Cohoos, 1's	6 00	4 60
Humpbacks, 1's	4 60	

Fruits and Vegetables—		
Apples, Washington, bbl.	1 75	0 06½
Celery	0 06½	10 50
Cranberries, per bbl.	10 50	4 50
Grapefruit, case	4 50	5 00
Lemons	5 00	4 00
Navels	4 00	0 60
Potatoes, bushel	0 60	0 24
Dried Fruits—		
Citrus peel, lb.	0 24	0 17
Lemon peel, lb.	0 17	0 17½
Orange peel, lb.	0 17½	

NEW BRUNSWICK MARKETS

By Wire.

St. John, Dec. 30.—Christmas trade was all that could be desired. All stores report excellent business. Turkeys were a disappointment to dealers. Prior to Christmas trade opening it was prophesied there would be plenty for the market, but supplies did not come to meet demand and prices soared. Some sold high as 40c pound. Other poultry was also dear. Quotings are easier now with slackening of demand. Christmas fruits, candies and other goods sold plentifully. Potatoes are stronger with stocks only fair. Prices now are \$2.25 to \$2.50. Yellow beans have advanced to \$4.50 to 4.60, also flour. Manitoba first patents, are higher by 40c at \$7.65. Ontario is now \$7.10. Dairy products are firm. Eggs are scarce. Dealers now are stock-taking. Trade is quieter until after New Year.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 23	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	26 00	28 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laid	0 54	0 56
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 12½	0 13
Lard, pure, per lb.	0 14½	0 14½
Lard, pure, per lb.	0 18	0 19
Cheese, new	0 18	0 19

Flour and Cereals—		
Commeal, gran.	5 75	1 75
Commeal, ordinary	1 75	7 65
Flour, Manitoba, per bbl.	7 65	7 10
Flour, Ontario	7 10	3 50
Flour, buckwheat, western, 98-lb. bag	3 50	6 25
Roiled oats, per bbl.	6 25	

Fresh Fruits and Vegetables—		
Apples, bbl.	3 50	4 00
Lemons, Messina, box	4 50	4 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	2 25	2 50

Sugar—		
Standard granulated	6 70	6 75
United Empire	6 60	6 65
Bright yellow	6 50	6 55
No. 1 yellow	6 30	6 35
Paris lump	7 75	
Lemons, Messina, box		4 50
Beans, yellow eyes, per bush.	4 50	4 60
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 53	0 54
Cream of tartar, per lb., bulk.	0 50	0 55
Currents, per lb.	1 12	1 13
Rice, per cwt.	4 75	4 80

The Toronto branch of the Retail Merchants' Association has elected these officers following the recent reorganization:—President, D. W. Clark (grocer); 1st vice-pres., W. J. Sheppard; 2nd vice-pres., N. B. Cobbledick; treasurer, T. Dunlop. As announced last week, J. C. Vancamp is the secretary.



FRUIT AND VEGETABLES



Strawberries Arrive from Florida

Also Potatoes From Bermuda—Navels Decline Again — Big Christmas Trade in Apples — Celery and Cranberries Higher—Potato Market Still Firm

MONTREAL

FRUIT. Navel oranges have sold well. The small sizes 176 to 250, are in good demand and the market in these is strong. The market on the larger sizes, however, is off from 10 to 25 cents. The first car of Mexican oranges was received Monday, and was sold at from \$2.25 to \$2.50. California lemons have come on also at \$4 to \$4.25. The market in lemons is inclined to be weak and a drop of 50 to 75 cents is expected after the first of the year. Christmas business in fruits has been good. Oranges and apples selling most freely.

Apples—

Famouse, No. 1's	6 00
McIntosh Reds	6 00
Starks	5 00
Spys	6 00
Ben Davis	4 00
Russets	4 50
Greenings	4 50
Baldwins	4 50
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	9 00
Cranberries, Nova Scotia, bbl.	7 00
Grapefruit, 46-54-64-80-96	3 50
Grapes, Emperor, bbl.	4 50
Grapes, Malaga, heavy weight, bbl.	7 00
Lemons—	
California	4 00
Verdelis	4 50
Malaga, 420 size	4 00
Messina, 300 size, box	4 00
Oranges—	
Valencia, 714 size	6 50
Valencia, 420 size	5 50
Navels	3 50
Jamaica, 196-200-216	2 50
Porto Rico, 126-150-250-288	2 25
Mexican	2 50
Pineapples, 18-24 and 30-36	4 00

VEGETABLES.—Potatoes at this time are the important feature of the market, and are experiencing a good demand without any change in present quotations. The sale of red onions is very slow. Curly lettuce again advanced now being \$2.50. It is in big demand. California celery advanced from \$6, now bringing \$6.25 to \$6.50. Hot house tomatoes are not being received in any thing like the quantity they should, and in the face of a big demand dealers are considerably behind with orders. There is no change, however, in the price. Brussel sprouts are selling well and have advanced 1½ cents, now being quoted at 14 cents.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	6 00
Beans, green, N.Y., per basket	5 50
Brussel sprouts, qt.	0 11
Cabbages, Montreal, per bbl.	1 00
Cabbages, red, doz.	0 75
Carrots, bag	0 50
Cauliflower, crate	3 75
Cauliflowers, Canadian, doz.	1 00
Celery, Cal. crate	6 25
Celery, Montreal, doz.	0 50

Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	2 50
Egg plant, N.Y., doz.	2 00
Leeks, bunch	0 15
Head lettuce, Boston, box	2 50
Curly lettuce, box 4 doz.	2 50
Mint, doz.	0 60
Mushrooms, 4-lb. basket	2 00

Onions—

Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	0 20

Potatoes—

Montreal, 80 lbs., bag	1 15
New Brunswick, 80 lbs., bag	1 50
Sweet, hamper	1 75
Spinach, New York, bbl.	2 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 20
Pumpkins, doz.	1 00
Watercress, Canadian, doz.	0 30

TORONTO

FRUIT.—The feature of this market is the arrival of some strawberries from Florida. They sold here recently at 90 cents and \$1. and were of beautiful quality. Navel oranges are selling down by about fifty cents. There was a big Christmas business this year in oranges—biggest for many seasons. Late Valencias and Floridas show no change. Valencias are getting scarce. Cranberries are now up around \$12. Florida grape fruit is selling well. There is an increasing lot of it, and it is about 25c lower. Apples are unchanged, with strong demand all the time. Pineapples were another good holiday fruit. Malaga grapes are now selling as high as \$9 a keg. Christmas buying was heavy right up to the last.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	6 00
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 50
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 40
Apples, B.C., box	2 25	2 50
Bananas, per bunch	1 50	1 80
Citron, dozen	12 00	14 00
Cranberries, bbl.	12 00	14 00
Figs, 10-lb. box	1 35	1 40

Grapefruit—

Florida, case	3 50	4 25
Porto Rico, case	3 00	3 25
Cuban, case	3 25	3 50
Grapes, Malaga, keg	6 00	9 00

Oranges—

California, Valencias	6 25	6 50
Florida, case	2 50	3 75
Navels	3 50	4 25
Lemons, new, Calif., box	3 50	4 00
Lemons, new, Messina, box	3 50	4 00
Limes, per 100	1 50	

Pears—

Canadian, box	2 75	3 00
Pineapples, Porto Rico	3 50	3 75
Pomegranates, case	0 25	0 30
Strawberries, Florida box	0 90	1 00
Tangerines, box	2 50	2 60

VEGETABLES. A shipment of Bermuda potatoes was in this week, and sold promptly at \$10 a barrel. Brussel

sprouts are finding an increasingly good demand though price shows little fluctuation either way. Cabbage by the barrel is worth around \$1.20 or \$1.25, and finds a good call. Artichokes show no change. Celery is generally higher, and California stuff sells up to \$5 and \$6. General business is quiet after the holiday, but it was heavy over Christmas.

Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, bbl.	1 20	1 25
Beets, Canadian, bag	0 60	0 80
Canflower, bbl.	3 50	4 00
Carrots, new, bag	0 75	0 80
Celery, doz.	0 15	0 20
Celery, Thedford, case	3 50	4 00
Celery, Cal., case	5 00	6 00

Cucumbers—

Hothouse, doz.	2 00	2 50
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Onions—

Can., 75-lb. sack	1 00	1 30
Spanish, large case	4 75	4 20
Lettuce, Boston, hamper	4 25	5 50
Mushrooms imported, 6 qt.	2 25	2 75
Parsnips, bag	0 75	0 80
Peppers, green, doz.	0 25	0 30
Potatoes, Ontario new, bag	1 30	1 40
Potatoes, N.B., Delawares	1 50	1 60
Parsnips, bag	0 80	0 85
Potatoes, sweet, kiln-dried, hamper	1 30	1 45
Potatoes, B.C., 110-lb.	1 50	1 60
Sprouts, qt.	0 10	0 10
Tomatoes, hothouse, lb.	0 25	0 30
Vegetable oyster, 11-qt. basket	0 75	0 80

CATALOGUES AND BOOKLETS

An attractive little booklet is issued each month by Libby, McNeill & Libby, of Chicago. It is their house organ, and is known as the "Libby Round Table." It is most attractively gotten up with crisp personal references to members of the staff, editorials, ginger-up articles, news items about the Libby products, cartoons and other illustrations. The Christmas number, which has just come to hand, has a very interesting article entitled "The Old Timer."

"Canada and the British West Indies" is the title of a book by Watson Griffin, and published by authority of Sir Geo. E. Foster, Minister of Trade and Commerce. As the title indicates, the book goes thoroughly into trade between Canada and the British West Indies, presenting many attractive views from our sister colonies and giving resources of the various islands very much in detail. For any firm interested in the commerce between Canada and the West Indies this will prove an invaluable guide.

PRODUCE AND PROVISIONS

New Laid Easier and Lower

Mild Weather Helps Some—Good Demand for Turkey at Christmas Expected to Continue—Pork Products Higher in Toronto—Advance in Creamery Butter in Some Markets.

MONTREAL

PROVISIONS.—The market remains firm and steady at present quotations. The demand continues exceptionally good for hams and bacon, and is good on all lines.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	0 29	
Peameal	0 29	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		
Heavy short cut mess	27 00	
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14½	
Tubs, 50 lbs. net	0 15½	
Bxes, 50 lbs. net	0 14½	
Pails, wood, 20 lbs. gross	0 15	
Pails, tin, 20 lbs. gross	0 15	
Cases, 10 lbs., tins, 60 in case	0 15½	
Cases, 3 and 5-lb. tins, 60 in case	0 16½	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs., net	0 12	
Tubs, 50 lbs., net	0 12½	
Boxes, 50 lbs., net	0 12½	
Pails, wood, 20 lbs., net	0 12½	
Pails, tin, 20 lbs., net	0 12½	
Cases, 10-lb. tins, 60 in case	0 13½	
Cases, 3 and 5-lb. tins, 60 in case	0 13½	
Bricks, 1 lb., each	0 14½	
Hogs—		
Dressed, abattoir killed	13 00	13 25

BUTTER.—There is a good local demand for butter, and the price is firm at the advanced price as recorded last week.

Butter—	
Finest creamery, September make	0 36
Finest creamery, fresh made	0 34½
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers	0 23

CHEESE.—The domestic cheese market is quiet, as is customary at this time of the year. There is no change in prices.

Cheese—	
Old make	0 22
Stilton	0 21
New make	0 19

EGGS.—There is a big demand for all kinds of eggs, and it is expected to continue good all week. The price of new-laid eggs remains high, as receipts are very light. This, however, should improve before long.

Eggs, case lots—	
New laid, stamped	0 60

Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—Turkeys have advanced 10c, and are now quoted at from 24c to 26c. The receipts, as was expected, were good last week, but the demand also was exceptionally good. Prices in the country were high, and so prices went up. Some turkeys were sold as high as 26½c last week, but quotation for fancy birds at beginning of week was 26c. Turkeys are nearly all on the market now, and as a result it will soon be necessary to go into frozen stocks. Frozen stocks are very light in comparison with past years, and the outlook is that we will see high prices for all next year. Fresh ducks are short and are commanding good prices. They are now quoted at 20c.

Poultry—		
Frozen stock—		
Fowl, small	0 12	0 13
Ducks	0 14	0 17
Geese	0 12	0 15
Pigeons, pair	0 25	0 30
Fresh stock—		
Turkeys	0 24	0 26
Fowl, large	0 17	0 19
Fowl, small	0 10	0 12
Ducks	0 20	0 20
Geese	0 16	0 17
Roasting chicken, milked, 4 lbs. or over	0 21	0 23
Spring broilers, ordinary	0 18	0 20
Spring broilers, dressed, pair	0 76	1 00
Squabs, Canadian, pair	0 40	0 40
Squabs, Philadelphia, pair	0 70	0 70
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 10	0 12
Turkeys	0 19	0 20
Ducks	0 16	0 16
Geese	0 14	0 14
Chicken	0 13	0 14

HONEY.—The market remains steady at present quotations.

Honey—	
Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

Receipts in Montreal

	Butter	Cheese	Eggs
Week ending Dec. 25, 1915	2,541	5,200	3,366
Week ending Dec. 26, 1914	1,216	1,305	467

TORONTO

PROVISIONS.—Most pork products show a firmness and a slightly upward tendency. Hence, backs, hams, cooked hams, breakfast bacon are all up a cent. Hams and bacons were much in demand over the holiday. Pure lard is also up a quarter of a cent., though compound has gone the other way, and is a trifle lower.

Hams—		
Light, per lb.	0 18	0 19
Medium, per lb.	0 17½	0 18
Large, per lb.	0 14½	0 15
Backs—		
Plain	0 24	0 25
Boneless, per lb.	0 27	0 28
Pea meal, per lb.	0 27	0 28
Bacon—		
Breakfast, per lb.	0 22	0 25
Roll, per lb.	0 16	0 17
Shoulders, per lb.	0 16	0 17
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 16	0 16½
Long clear bacon, small lots	0 16½	0 16½
Flat backs, lb.	0 13	0 13½
Cooked Meats—		
Hams, boiled, per lb.	0 27	0 28
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13½	0 14
Tubs, 60 lbs.	0 14½	0 14½
Pails	0 14½	0 14½
Tins, 3 and 5 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 14½	0 15
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 50 lbs., per lb.	0 12½	0 12½
Pails, 20 lbs., per lb.	0 12½	0 12½
Hogs—		
Dressed, abattoir killed	14 00	14 25

BUTTER.—Creamery is again up 1c, and we quote 35c to 36c, which is a high level. Dairy remains about the same, with a rather easier tone. Creamery and dairy have been very close together in price: too close for conditions, and they are breaking away as creamery gets a little scarcer. Dairy is fairly plentiful. Demand is usual.

Butter—

Creamery prints, fresh	0 35	0 36
Dairy prints, choice, lb.	0 29	0 32
Dairy prints, lb.	0 27	0 29
Bakers'	0 22	0 25

CHEESE.—This market would appear to have abandoned fireworks temporarily at any rate. There is no change in price either way. Levels are quite firm, however, both overseas and domestic demand being quite strong.

Cheese—		
Large, per lb.	0 18½	0 19
Twins, per lb.	0 18½	0 19½

EGGS.—New-laid may safely be dropped 5c, and 50c to 55c is about the right quotation. The number coming in at the immediate present is good for the time of the year. Conditions are helping. The weather has been milder, and the hens have had every chance. They seem to have risen to the occasion, for new-laid, though they are few enough, are certainly more plentiful than is usual at this time of the year. Storage situation, if anything, is firmer, but our quotations are unchanged.

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The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

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Universal Importing Co., Montreal, Que.



FISH AND OYSTERS



Oysters Scarce; Shrimps Selling

Good Business Over Holidays—Halibut and Haddock Coming More Freely—Busy Season for Oysters—Hotel Trade is Large.

MONTREAL

FISH. — Following the stimulated business in fish during Advent, there has been a reaction this past week and the demand is not expected to be big, though there should be sales for the species which are used during holiday time. One fact which tends to increase sales of fish this year particularly, is the high price of meat and poultry, while fish is as low this year as it has ever been.

These past few days, owing to small demand and good weather, a good deal of fresh fish has accumulated on the East Coast and holders are disposed to make concessions in order to effect sales. The outcome will be that prices will be easier on frozen haddock, and codfish and smoked fish, such as haddies and fillets, will drop in proportion. As predicted in last week's Grocer, on account of very bad weather conditions on the fishing grounds and exceptionally good demand for bulk oysters, the distributing trade has received only about one-half its requirements and no full supplies are expected for a few days. In all lines of pickled, salt and prepared fish there is no movement at all.

TORONTO

FISH AND OYSTERS.—The market again shows little feature. The scarcity on some lines, such as haddock and halibut, has been slightly alleviated and supplies have been a little better. The weather has been rather milder and that has helped some. There was good holiday business in such things as shrimps, prawns and scallops, which always seem to do down well at this time of the year. Shrimps sell around \$3 Imperial gallon. Prawns are anywhere from \$3 to \$3.50. Good business in these lines is also expected for New Year's. Some lobsters were sold over the holiday, but, as pointed out a couple of weeks ago, they are really so prohibitive in price that few will handle them. The public will pay so much and no more. Oysters have been really scarce. Private and hotel demands alike have been heavy and the dealers have been hard put to it to fill

them all. This scarcity, at the time when they are not in demand, is "tough luck" for distributors. The retailer will not feel the impact much. General business was very good last week.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.10	.12
Haddies, Niobe, boneless, per lb....	.09
Herring, Ciscos, baskets	1.25	1.50
St. John bloaters, 100 in box	1.10	.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box14	.15
Smoked herrings, medium, box15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipper herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.20	.15-17
Smoked halibut10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.13	.13
Red, steel heads, per lb.12	.11-12
Red, sockeyes, per lb.12	.12
Red Cohoes, dressed, lb.10	.10½
Red Cohoes or silvers, per lb....	.09-.09½	.12
Pale quaila, dressed, per lb....	.07½-.08	.08
Halibut, white western, large and medium, per lb.10-11	.10-12
Halibut, eastern, chicken, per lb....	.10	.12
Mackerel, bloater, per lb.08½-.09	.12
Haddock, medium and large, lb....	.04½-.05	.08
Market codfish, per lb.04
Steak codfish, per lb.05½-.06	.10
Canadian soles, per lb.16	.10
Blue fish, per lb.15-16	.20
Smelts10	.12
Herrings, per 100 count	2.50-3.00	3.00
Round pike, dressed06
Grass pike07½
Swordfish, lb.10

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 60
Dried hake, medium and large, 100 lb....	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinless codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes....	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	1 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 50	5 50
Best scallops, imp. gallon	2 00
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each....	0 40	0 40
Sealed, best select, quart cans, each....	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Malpeques, ordinary, bbl.	9 00	8 00
Live lobsters, medium and large, lb.	0 30	0 55
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	5½-6	8
Mackerel, medium, each	14 -15
Steak, cod, fancy, express, lb.	5½-6	6 -10
Herrings, each	3	3
Flounders	5	12
Flounders, New York	15 -16	20 -22
Salmon, Western	15 -16
Salmon, Eastern	15 -16

FRESH LAKE FISH.

Carp, lb.	0 12
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Pike, lb.	0 06	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 12	0 12
Dressed bullheads	0 12
Eels, lb.	0 10	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.09-.09½	.09-10
Whitefish, small tulibee07-.07½	.06
Lake trout, large and medium, lb.10	.10
Dore, dressed or undressed, lb.08½-.09	.08-13
Pike, dressed and headless, lb.06½-.07	.07
Pike, round, per lb.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	11 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 100 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	20 00
Mackerel, N.S., half bbls., 100 lbs.	12 00
Mackerel, N.S., pails, 20 lbs.	3 00	2 00
Herrings, Labrador, bbls.	6 00
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	5 50	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 08
Scotch herrings, imported, half bbls.	10 00
Holland herrings, im'td milkers, 1/2 bbls	8 50
Holland herrings, im'td milkers, kegs....	1 25	85-1 00
Holland herrings, mixed, half bbls.	8 50
Holland herrings, mixed, kegs	1 15	70-0 95
Lochfyne herrings, box	1 50
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—There is little likelihood of cheaper turkeys after Christmas, as they have been slow coming in, and hardly enough for the Christmas demand. Retailers have been paying as high as 18c live this week, and have been selling as high as 30c for dressed. It is likely quotations will stand at 16c for live after the holidays. Haddies and all Eastern smoked fish is scarce, due to six weeks of bad weather, and prices are advancing. As usual, there is a big demand for oysters for Christmas and New Years.

Fish—		
Frozen salmon	0 10
Fresh halibut	0 08½
Pickled	0 07½
Steak cod, per lb.	0 07½
Lake Winnipeg whitefish	0 09
Finnish haddie	0 09
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 75
Salt mackerel, 20-lb. kit	3 00
Smoked gold-eyes, doz.	0 50
Oysters, per gal.	2 50
Oysters, 3 gal. tins	2 75
Oysters, on shell, doz.	0 25
Poultry, Live—		
Fowl	0 10
Roosters	0 08	0 09
Chickens	0 12	0 13
Turkeys	0 14	0 16
Ducks	0 11
Ducklings	0 12
Geese	0 10



FLOUR AND CEREALS



Manitoba Flour and Feeds Advance

Firmness in Most Grain Markets—Manitobas Show Increase of Forty Cents in Ten Days—Feed Flour Slightly Higher—Wheat Situation Quite Strong.

MONTREAL

FLOUR.—Flour has taken two important advances since our last report. On Dec. 21st flour went up 20c a barrel, and another advance of 20c took place Dec. 27th, first patents now selling at \$6.90. The demand has been and continues strong, but the buying is in small quantities. The market is holding firmer on the advance. The winter wheat market is firm and steady. Western wheat has been advancing steadily of late, which no doubt accounts for the flour firmness. The future depends on the wheat situation which looks strong.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	6	90
Second patents	6	40
Strong bakers	6	21
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	5	85
90 per cent. in wood	5	35
90 per cent., in bags	2	60
		2
		70

CEREALS.—Rolled oats are quite strong at present quotations at \$2.50 to \$2.60. These prices are based on a much lower market than the present oat market. The oat crop was large, and it was expected that the price would drop, but it has held up surprisingly well, probably due to a strong demand, and on account of the high price of wheat. It may also be due partly to the fact that the American crop is of poor quality.

Cornmeal—	Per 98-lb. sack
Gold dust	2 25 2 45
Unbolted	2 00 2 15
Rolled Oats—	90's in jute.
Small lots	2 50 2 65
25 bags or more	2 50
Rolled oats in cotton sacks, 5 cents more.	
Packages, case	3 90 4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, n jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 50
Rye flour, bag	2 65
Barley, pot	2 80
Barley, pearl, lb.	0 04½

FEEDS.—Simultaneous with the advance in flour on Dec. 21st, some notable advances were made in feeds, as was predicted in recent market reports. Shorts went up \$2, bran \$1, wheat moulee \$3. feed flour \$3, and middlings \$2. On Dec. 27th feed wheat advanced 5c a hundred. The market is strong at present prices, and the demand also continues good. These advances have been expected, as feeds have been selling too cheap, especi-

ally in face of the strong demand. Generally at this time of the year, feeds sell at about to-day's prices.

Mill Feeds—	Per ton
Bran	24 00
Shorts	26 00
Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush.	0 53
Feed wheat, bag	1 95

TORONTO

FLOUR.—There is little doing in this market just now, straight after Christmas and between it and New Year's. Business was good right up to Christmas Eve, however, and after we went to press last week there was an advance of twenty cents in Manitobas. This put first patents on the basis of \$6.60 in car lots per barrel of two bags. Other grades moved up in proportion. The market had been very firm, and was as we have been pointing out still below wheat levels. It is even now. A wheat market given to sudden advances and a big demand for flour for overseas were the reasons. We said last week "there is no reason to expect lower levels at all: the market is more likely to go the other way." So it did. This week again another 20c advance occurred, making 40c in all.

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl. of 2 bags	
First patents	7 00	6 80
Second patents	6 50	6 30
Strong bakers	6 30	6 10
Ontario winter wheat flour 90 per cent.		
(Board of Trade quotation) car lots.	5 40	5 00

CEREALS.—Oats and kindred products display a firmness though no sharp advance. Rolled oats are in better demand. Barley still remains firm with good buying.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.	4 50	
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	3 05	
Hominy, granulated, 98 lbs.	3 00	
Hominy, pearl, 98 lbs.	3 00	
Oatmeal, standard, 98 lbs.	2 85	
Oatmeal, granulated, 98 lbs.	2 85	
Peas, Canadian, boiling, bush.	3 00	
Peas, split, 98 lbs.	6 00	
Rolled oats, 90-lb. bags	2 60	
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.	3 00	
Whole wheat flour, 98 lbs.	3 05	
Wheatlots, 98 lbs.	3 25	

FEEDS.—Both bran and shorts are up another dollar. Shorts particularly are finding a big demand, partly a seasonal one of course. This is the sea-

son for them. But demand is stronger than can be taken care of by millers. Bran is quite firm on the basis of \$26 a ton. Feed flour is also firmer and slightly higher. Ontario oats are down a cent.

Mill Feeds—	Mixed cars. Ton	per ton	lots
Bran	24 00	26 00	
Shorts	26 00	28 00	
Middlings	26 00	28 00	
Feed flour, per bag	1 60	1 65	
Oats—			
No. 3 Ontario, outside points.	• 37	0 38	

WINNIPEG

FLOUR AND CEREALS.—The price of best patents remains at \$6.40. There has been considerable fluctuation in wheat this week. At one time millers seriously considered an advance, but the wheat market slackened off again, so it was left at \$6.40. The market was stronger again last week end. Demand for flour is still good. Feeds are expected to take a jump soon on account of the good demand, chiefly from the East, for bran and shorts. The demand formerly was for bran; now it is for both. Cereals remain unchanged and quiet. Cornmeal still stands at \$2.35 and is likely to until new corn arrives.

Flour—		
Best patents	6 40	
Bakers	5 90	
Clears	6 20	
XXXX	4 10	
Cereals—		
Rolled oats, 80 lbs.	2 10	2 15
Oatmeal, standard and gran., 98 lbs.		2 70
Cornmeal		2 35
Feeds—		
Bran, ton	17 00	
Shorts, ton	19 00	
Middlings, ton	19 00	
Mixed chop, ton	30 00	

LIEUT. GALT PROBABLY KILLED

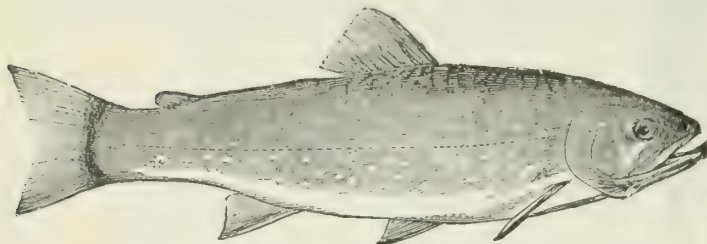
A cable was received in Winnipeg last week from the Department of Militia at Ottawa to the effect that two British officers who were wounded have since died, and one of them is believed to be Lieut. "Jack" Galt, son of John Galt, president of the Blue Ribbon Tea Co., Winnipeg. The report that Lieut. Galt was missing arrived two weeks ago, but later news was more reassuring, and was to the effect that two German prisoners had reported seeing two British officers taken to a hospital in Lille. Before the arrival of the last report from Ottawa, the father has left Winnipeg for Europe.



*We wish to thank our many
friends and patrons for their
heartysupport during the past
year and trust we will con-
tinue to receive their valued
patronage during 1916.*

**Canadian Cereal and Flour Mills
Company, Limited
TORONTO**

Deliciously Good!



That is the popular verdict regarding the various lines of **Brunswick Brand Sea Foods**. Containing nothing but the very best and most carefully selected fish, cleaned and sealed in air-tight tins by expert workmen in our own splendidly equipped plant, "Brunswick Brand" quality has made it a quick-selling satisfaction giver everywhere.

If in the past your fish sales have not been as profitable as you would wish, try what a display of these quality lines will do towards toning up business.

Brunswick Brand will create the repeat orders that spell big business. **Try the pulling power of a display now.**

Connors Bros., Limited
BLACK'S HARBOR, N.B.



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PER INCH PER YEAR**

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 55 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
16-oz. Glass Jars.

	Per doz.
Apricot	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Current, Red	2 20
Current, Black	2 25
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 16
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 20
Strawberry	2 30

CATSUPS

In Glass Bottles

	Per doz.
1/2 Pts., Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1 1/2 Pts., Red Seal, crown tops	0 50
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS with Pork.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, Tomato Sauce, 2 doz. to case	1 17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to case	1 17 1/2

3's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case	1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$1 10
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 20
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 60
16 oz. Glass Tall, Vacuum Top, 2 doz. per case, per doz.	1 60
2's Glass, Vacuum Top, per doz.	2 80
2's Tin, 2 doz. per case, per doz.	2 30
4's Tin, 12 pails in crate, pail	0 40
5's Tin, 8 pails in crate, pail	0 47 1/2
7's Tin or Wood, 6 pails in crate, pail	0 65
14's Tin or Wood, 4 pails in crate, lb.	0 00
30's Tin or Wood, one pail only, lb.	0 00

BLUE

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED

100 books and over, each 0 03 1/2
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS

	Per case
WHITE SWAN	
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 55 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	

Brooms of Quality

may always be had by ordering
our brands. We have them at
\$3.00, \$3.25, \$3.50, \$3.75,
\$4.00, \$4.25, \$4.50, \$4.75,
\$5.00, \$5.50, \$5.75, \$6.00
per dozen.

FACTORY and MILL
Brooms \$3.75, \$4.25, \$4.75
per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

Make Money in January

WHITEFISH

Large Assortment of Ocean
and Lake Fish

FROZEN, SALTED AND SMOKED

HALIBUT SALMON WHITEFISH
TROUT HERRINGS TULIBEES
SMELTS ETC.

Pickled Herrings and Trout, Haddies,
Ciscoes, Kippers and Bloaters. Oysters
largest size and best value on the market.

White & Co., Limited

Wholesale Importers

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, inter-
esting and instructive book ever
published on Coffee. It is attractive-
ly written and richly illustrated,
and should be read by all who deal
in or use Coffee. The contents in-
clude:

Cultivation and Preparation.
Commercial Classification and
Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and Coffee,
will be mailed to you postpaid on
receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

The Apple Crop

in the famous Georgian
Bay District is very short
this year. Write us be-
fore placing your winter
order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

We wish you

A Happy

and

Prosperous

New Year

J. J. McCabe

Fruit Broker

TORONTO



Specialties

<i>Baking Powder</i>	<i>Biscuit Flour</i>
<i>Coffee</i>	(Self-Rising)
<i>Cream of Tartar</i>	<i>Buckwheat Flour</i>
<i>Extracts</i>	(Self-Rising)
<i>Herbs</i>	<i>Pancake Flour</i>
<i>Cake Icing</i>	(Self-Rising)
<i>Jelly Powders</i>	<i>Breakfast Food</i>
<i>Mustard</i>	(Flaked Wheat)
<i>Spices</i>	<i>King's Food</i>
<i>Yeast Cakes</i>	(Flaked Wheat with Premium)
<i>Flaked Wheat</i>	<i>Wheat Kernels</i>
<i>Diet Flour</i>	(The Cream of Wheat)
(For Diabetes)	<i>Barley Crisps</i>
<i>Health Flour</i>	<i>Flaked Rice</i>
(High Grade)	<i>Flaked Peas</i>
Whole Wheat)	

Government Warranty on every package.

Your money will be refunded if any WHITE SWAN goods are not found exactly as represented, or if they prove unsatisfactory in any way.

The White Swan Spices and Cereals, Limited

Pearl Street

TORONTO

BRANTFORD STARCH

Ontario and Quebec Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.07%
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lilly White Gloss—	
1-lb. fancy carton cases 30 lbs.07%
8 in case05
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08%
Kegs, extra large crystals, 100 lbs.07%
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07%
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.07%
20-lb. boxes ¼c higher than 40's)	

COW BRAND BAKING SODA

In boxes only.

Packed as follows:	
5c packages (96)	\$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 } Packages Mixed	3 30
½ lb. 60 }	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

2-lb. tins, 2 doz. in case....	\$2 65
5-lb. tins, 1 doz. in case....	3 00
10-lb. tins, ½ doz. in case..	2 90
20-lb. tins, ¼ doz. in case..	2 85
Barrels, 700 lbs.	3%
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs. ...	4½
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40
3 lb. Perfect Seal Jar, 1 doz. in case	2 40

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case ...	3 00
5-lb. tins, 1 doz. in case ...	3 35
10-lb. tins, ½ doz. in case..	3 25
20-lb. tins, ¼ doz. in case..	3 20
(5, 10 and 20-lb. tins have wire handles.)	

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	3 60
Barrels	0 04½
½ barrels	0 05

CANNED HADDIES.

"THISTLE" BRAND

A. P. TIPPET & CO., Agents

Cases, 4 doz. each, flats, per case	\$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD

Robinson's patent barley, ¼-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ¼-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP

Quart tins (wine measure), 2 doz. in case, per case ... 4 70

STOVE POLISH

JAMES DOME BLACK LEAD

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES

Doz.
Polish, Black and Tan 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

ORANGE MARMALADE

"BANNER BRAND" PURE FRUIT PRODUCTS

JAMS AND JELLIES

2's \$2 16
4's 0 35
5's 0 42
7's 0 60
30s, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE

2's, per doz. \$2 30
4's, per pail 0 40
5's, per pail 0 45
7's, per pail 0 65
30's, wood, lb. 0 08½
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00

Prices subject to change without notice.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs. 1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. \$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, ½ butts, 9 lbs. 0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. 0 48
Walnut Bars, 8½s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8½s, 6 lb boxes 0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes 0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies 0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs. 0 56
Great West, pouches, 9s ... 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 89
Forest and Stream, ¼s, ½s and 1-lb. tins 0 80
Forest and Stream, 1-lb. glass humidors 1 00

Study our ADVERTISEMENT ON FRONT COVER

It Bristles with Profit Possibilities

"CANADA SOUPS"

are made in 16 varieties—put up in dressy packages, and retail at 5c. Absolutely distinct in flavors, containing required food values.



Canada Foods, Limited, Toronto

MINCE MEAT

WE are putting up a line of fine *OLD ENGLISH MINCE MEAT* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is, at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F. W. FEARMAN CO., Limited
HAMILTON

They All Know King Oscar Brand

The public's attention has been repeatedly drawn to the many excellent points of this palatable sea food.



By Special royal permission.

Every housewife in your community has heard of King Oscar Sardines. A little display in your store would put dollars of profit in your cash drawer, because King Oscar quality always creates repeat business. Why not cash in on this during the winter months?

A stock displayed on your counter or placed prominently on your shelves will be the prelude to a bigger and more profitable fish business.

J. W. Bickle & Greening
J. A. HENDERSON
HAMILTON, ONTARIO

RUSH ORDERS

Our facilities for handling are the very best. We make a specialty of rush shipments. If you require anything in a hurry, let us have it and we will get it to you **"QUICK."**

With best wishes for a prosperous and happy New Year.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

"Canadian Air-Line" Honey

The BEE-MADE Honey

PURE ATTRACTIVE TASTY

The Root Canadian House

185 Wright Avenue, TORONTO

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"

Placido Costa & Co.

MESSINA BRANCH AT CATANIA

Agents for Canada Wanted

AT HOLIDAY TIME

there's a greater demand than ever for

MAPLEINE

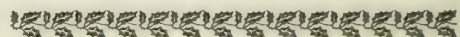
the "mapley" flavor for making syrup and flavoring desserts and dainties.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

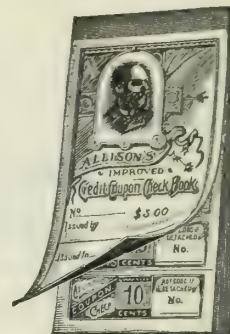
Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



Coupon Books

Write
Us
For



Catalog
Samples
Prices

We extend to you our

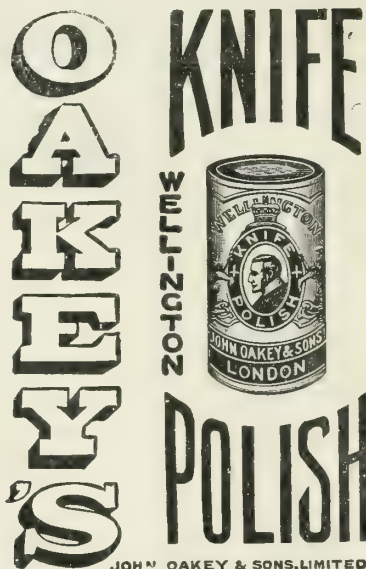
Best Wishes

for a Happy and Prosperous

New Year.

Allison Coupon Company

Indianapolis, Indiana, U.S.A.



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

A CLEAN SWEEP FOR 1916

Our brooms don't cost any more, but they look better and wear better. Get prices now.

MADE IN CANADA

AMERICAN BROOM WORKS

St. Bazile de Portneuf, P. Q.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

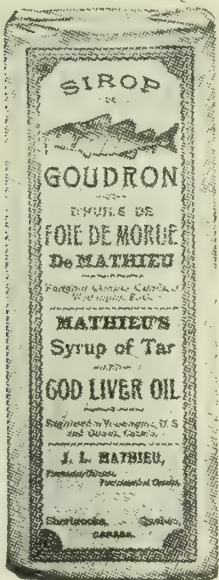
ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., *Proprietors*

SHERBROOKE, QUEBEC



Drink to the New Year

*in a glass of pure,
rich, palate-pleasing
wine*

Lytle's Unfermented

The fast-growing tendency toward non-alcoholic beverages means that the grocer will supply the liquid refreshments with the weekly grocery order, instead of the liquor dealer.

With New Year festivities on hand and the winter social evening coming, you should make it a point to get a supply of these wines ready. Wire your order to-day for a trial shipment of Lytle's Port, Cherry, Grape, etc.

T. A. Lytle & Co.
LIMITED

Sterling Road

TORONTO

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Dear Customer:

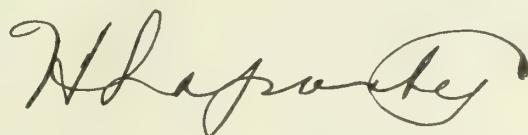
You have purchased and sold a large quantity of our goods during 1915, and we want you to know that we appreciate more than we can say your co-operation and friendship.

These thanks only represent a fraction of what we would like to do, but we trust the spirit in which it is given will make them welcome into your Holiday Season.

Our firm feels closer to you at this season than at any time in our business relations with you and we want you to feel that our experience and co-operation are yours at all times.

With best wishes for a prosperous New Year,
I am,

Yours truly,

A handwritten signature in cursive script, appearing to read 'W. Laporte', with a large, stylized flourish at the end.

President, Laporte, Martin Limitée

CANADIAN GROCER

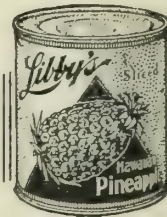


Libby's

Food Products

You can be grocer to the best class of trade by showing Libby's goods and talking the quality points of the many Libby varieties.

Libby, McNeill & Libby, Ltd., of Canada
Guelph, Ontario



TEA

To our many customers and friends
we wish A Prosperous and Happy
New Year.

John Duncan & Co.

Established 1866

MONTREAL

Can you afford to?



Stock that produces a quick turnover with a good margin of profit is assuredly the only kind worth shelf room in your store. The selling record of our five Made-in-Canada lines is such as to warrant not only your stocking them but featur-



ing them strongly for a bigger and more profitable year-round business. We deliver 5-case lots to any part of Ontario, Quebec or Maritimes, paying freight charges up to 50c per 100 lb.

STUDY OUR PRICES

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

A stock of this Made-in-Canada Condensed Milk and Coffee will open up new and bigger lines of business for you. Can you afford to omit them from your next order?

The Malcolm Condensing Co., Limited

ST. GEORGE, ONTARIO



No. 29

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

Taking Inventory of Rebel's Stock

"Time of MacKenzie rebellion, another fellow and I were sent out to take an inventory of an escaped rebel's farm stock which was to be confiscated. "By the time we got out, there wasn't enough left to take, for the neighbors had taken it first, completely cleaned up the whole outfit.

"We took our guns and what food we could get and spent the day shooting in the woods. Bill, my chum, had a supply of tobacco, so we spent a good day at the expense of the Government.

"It wasn't any such tobacco as

**KING GEORGE
NAVY**

I can tell you, lad. Such tobacco as King George Navy chewing wasn't made those days."



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



Read This

Stratford, Dec. 15th.

"We always use FIVE ROSES
flour at Domestic Science, and
never have poor luck with our
baking.

"Send to my address two of
your FIVE ROSES cook
books, as I want to give these to
two ladies for Xmas. I received
my cook book some time
ago, and I honestly say it is the
best book I ever tried."

Miss Jessie Neilson,
258 Albert St., Stratford, Ont.

And This

519 Woolwich Street,
Guelph, Ont.

"I am at present cooking for the
officers' mess of my Battery—
the 29th—and as I am going
overseas very soon, I would
like to have your cook book
with me.

"It is a fine volume and second
only to the excellent flour
whose name it bears. I have
used FIVE ROSES for all
work here and in London
camp, and I say with all sin-
cerity it is the best ever."

No. 90908,
Gnr. H. Hall, 29th Battery,
C.F.A.,

Guelph, Ont.

Then Draw Your
Own Conclusions

—if I were a
dealer, I would
reduce the chances
of failure against
me.

I would concentrate all my selling effort on
the one flour brand best suited to my cus-
tomers' requirements.

I would concentrate on a brand in which I
could place entire confidence, based on its
actual performance in the consumers'
kitchens.

FIVE ROSES, even under most adverse con-
ditions, will work wonders. In Domestic
Science, where conditions are ideal, poor
luck is unknown. At camp, where conditions
are assuredly not of the best, "it is the best
ever."

Sell

Five Roses
FLOUR for Bread-Cakes
Puddings-Pastries

In the home, the real source of flour
profits, the results achieved have
made FIVE ROSES the best selling
flour in Canada. Profits become per-
manent where it is sold.

In flour it is never the one-time sale
that scores in the balance sheet. It
is the automatic repeat sale, the only
sale that does active missionary work
outside of bearing its own individual
profit.

Make **your** sales automatic.

Ask Your Jobber or Nearest Office.

ORDER YOUR FLOURS FROM THE FOLLOWING LIST

On the 1st of January, 1918, the following list of
dealers was published in the Canadian Grocer

Published by the Canadian Grocer Co., Ltd.

